

# The Oklahoma Business Ethics Consortium



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## AGENDA • JANUARY 15<sup>TH</sup>, 2015 • TULSA CHAPTER | UPCOMING EVENTS

### I. Welcome & Upcoming Events

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

**Compass & Community Impact Award**  
—Seeking nominations (Refer to page XX for a sample application.)

- February 4: *Emotional Vampires*, presented by Marsha Petrie Sue
- August 20th: *New Generation Ethics: Naval Leadership Lessons*, presented by CDR Arthur Gibb, III, USN, Ph.D., Permanent Military Professor and Chair, Leader Development and Research Department United States Naval Academy

### II. Member Honors

#### Navigator Members

**Todd Lisle**, Managing Partner, BKD LLP;  
President, OK Ethics State Council

#### Star Members

**Michael Oonk**, American Bank & Trust Co.; OK Ethics facilities chair

#### Horizon Members

**Travis Jones**, CEO of Career Development Partners; Vice President of Fun & Spirituality, OK Ethics Board

#### Leading Members

**James Kelley**, The Rowland Group;  
OK Ethics membership chair

### III. Guiding Principle and Introduction

**Nick Minden**, Darby Equipment Company;  
OK Ethics programs

### IV. Keynote

“Ethics and Entrepreneurship:  
The Possible Dream?”

**Elliot Nelson**, CEO of McNellie's Group

**Robert Thomas**, Co-founder, Senior Star Management Company

**Angela Byers**, Principal, Byers Creative

**Larry Mocha**, CEO of APSCO



Presented by

**MARSHA PETRIE SUE**

Recommended for 1 CPE in Ethics.

**WEDNESDAY, FEBRUARY 4, 2015**

11:30am–1:00pm

DOUBLETREE HOTEL, TULSA

### NEW GENERATION ETHICS: NAVAL LEADERSHIP LESSONS

Presented by

**CDR Arthur Gibb, III, USN, Ph.D.**

Permanent Military Professor and Chair,  
Leader Development and Research Department  
United States Naval Academy

**Thursday,  
August 20<sup>th</sup>**

11:30AM–1:00PM

**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.**

#### PINNACLE MEMBERS



#### NAVIGATOR MEMBERS



#### MEDIA ALLIES



#### STAR MEMBERS



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

### 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:

### HELP WANTED:

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

Ambassadors to welcome and assist guests at monthly events. Please contact either Karie Mullins at [Karie.Mullins@onegas.com](mailto:Karie.Mullins@onegas.com) or Alicia Goodloe at [AGoodloe@bama.com](mailto:AGoodloe@bama.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.

<b>Karie Mullins</b>	ONE Gas, Inc.	Team Leader
<b>Mark Belanger</b>	ONE Gas, Inc.	Ambassador
<b>Colin Schoonover</b>	ONE Gas, Inc.	Ambassador
<b>Brian Shore</b>	ONE Gas, Inc.	Ambassador
<b>Laurie Thornton</b>	ONE Gas, Inc.	Ambassador
<b>Russ Knight</b>	Career Development Partners, Inc.	Ambassador
<b>Amber Waid</b>	ONEOK	Ambassador

### VOLUNTEERS-REGISTRATION TEAM:

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

<b>David Christie</b>	The Bama Companies, Inc.	Registration
<b>Debra Rubink</b>	The Bama Companies, Inc.	Registration
<b>Vanessa Statum</b>	Career Development Partners, Inc.	Registration
<b>Jan Laub</b>	IBT	Registration

### SPECIAL INITIATIVES:

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

### OTHER INITIATIVES:

<b>Jalisha Petties*</b>	OK Ethics	Member Care Coordinator
<b>Sue Miller*</b>	Accel Financial Staffing	Notices & Special projects
<b>Tawni Phelan*</b>	Factor 110	Name Tags and Guest Services

\*Paid Service Provider

### JOIN THE TEAM:

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

- Contact James Kelley with The Rowland Group at [james@rowland-group.com](mailto:james@rowland-group.com) or call (918) 836-1900.
- To assist with the Ambassador team, contact Alicia Goodloe at [agoodloe@bama.com](mailto:agoodloe@bama.com).

### MANY THANKS TO OUR HORIZON MEMBERS:



# ETHICS AND ENTREPRENEURSHIP: THE POSSIBLE DREAM?

The panelists will discuss how ethics and entrepreneurship go together. Innovation fosters new ideas, but starting a new business can be risky. Is it possible to be both an innovator and have an ethical moral compass? Three outstanding entrepreneurs will discuss the struggles, successes and experiences of starting and growing a business. A panel of three of Tulsa's most prominent business leaders: Elliot Nelson, CEO of McNellie's Group Robert Thomas, Co-founder of Senior Star Management Company, and Angela Byers, Principal of Byers Creative. The program will be moderated by Larry Mocha, CEO of Tulsa-based APSCO, and winner of the U.S. Small Business Administration 2014 Small Business Person of the Year for Oklahoma. The panelists will discuss the most common ethical dilemmas they've faced and overcome in their own businesses. Attendees will gain an appreciation for the lifecycle of a business, the core values of each of three unique businesses and how the owners have overcome ethical issues and even mistakes they've made along the way.



**ELLIOT NELSON**  
*CEO of McNellie's Group*

Elliot opened James E. McNellie's Public House in downtown Tulsa in March of 2004. Since then, he has gone on to open twelve, soon to be fifteen more restaurants/entertainment venues in Oklahoma.

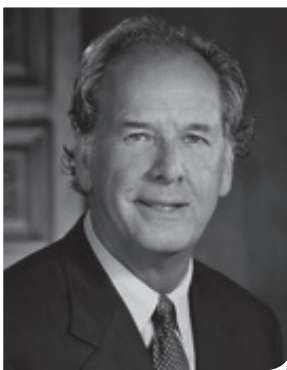
Today, as CEO of the McNellie's Group, Elliot oversees strategy, finances, community relations and key day-to-day decisions for a company that includes over 600 employees.

Elliot is a fourth generation Oklahoman. He was an English and International Peace Studies major at the University of Notre Dame. He has been married to his wife Megan for Ten years. She is the graphic designer for the McNellie's Group as well as

a full-time mom to their three children – Jed, 9, Claire, 6, and Declan, 4.

In addition to his role as CEO of the McNellie's Group, Elliot serves on the City of Tulsa's Economic Development Commission and is a past chair of Tulsa's Downtown Coordinating Council. He serves on the Oklahoma Restaurant Association board of directors, the YMCA of Tulsa's Metro board of directors and the Tulsa Chamber of Commerce board of directors. He has also served on the PlaniTulsa steering committee, TYPros board of directors, and the Visit Tulsa board of directors.

His other accomplishments include being named Tulsa's Entrepreneur of the Year, a Red Cross Everyday Hero, a TYPros Boomtown award for his efforts revitalizing downtown Tulsa and Urban Tulsa's Business Leader of the Year.



**BOB THOMAS**  
*Co-founder and Managing Partner of Senior Star*

Alongside his brother, Bob Thomas co-founded a real estate investment and operating company in 1976. Recognizing a nationwide need for quality senior care, the company's focus permanently shifted toward senior housing in 1989. Senior Star's portfolio includes 14 retirement communities across six states, offering independent and assisted living, skilled nursing and memory support to 2000 residents.

Fueled by a passion to help end Alzheimer's disease, Bob served on the Alzheimer's Association National Board of Directors from 2000-2009. In 2009, he acted as a founding board member for the Alzheimer's Impact Movement, where he continues to serve as Treasurer. A dedicated lobbyist, he routinely travels to our nation's capital to promote increased Alzheimer's research funding. He will chair the 2015 Alzheimer's Association Oklahoma Chapter Memory Gala, an event known to be among the top three fundraisers of its kind, nationwide.

Bob holds advisory board positions at the benefit of the American Seniors Housing Association and LIFE Senior Services. He chaired capital campaigns for the 2002 Tulsa Area United Way effort, as well as for the 2000 and 2013 LIFE Senior Services efforts. He functioned as Tulsa Area United Way Board Chair in 2003 and Tulsa Opera Ball Patron Chair in 2002.

From the National Alzheimer's Association, Bob received the 2010 Maureen Reagan Outstanding Advocate Award. He received the 2000 Outstanding Volunteer Fundraiser award and the 2007 Outstanding Philanthropist award from the Association of Fundraising Professionals Eastern Oklahoma Chapter. His alma mater, the University of Tulsa, named Bob their 2011 Outstanding Entrepreneur, at which time he was inducted into the Collins College of Business Hall of Fame. He resides in Tulsa with his wife Jill.



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articles and to see who's who.***



# ETHICS AND ENTREPRENEURSHIP: THE POSSIBLE DREAM?



## ANGELA BYERS

*Principal, Byers Creative*

Before founding Byers Creative, Angela worked in Corporate Communications at the Williams Companies, where she supported internal clients and worked on

publications, branding and websites. She established Byers Creative in late 2003 with a goal of providing exceptional design and personal service for her clients.

Today, Angela manages the company and staff of 9, overseeing all design and marketing work and meeting with clients one-on-one to ensure projects are completed on time and on budget. The company offers a wide range of services including strategic communications, website development, public relations, social media campaigns and corporate branding. Clients include WPX Energy, Flintco, Magellan and Walmart Global, among many others.

Angela graduated from Oral Roberts University with a double major in Graphic Design and Studio Art. She currently serves as president of the International Association of Business Communicators (IABC) Tulsa and is on the United Way Women's Leadership Council. She is also active on the board for the Tulsa Chamber Small Business Connection and is a member of a CEO roundtable and EWF (Executive Women's Forum). She was recently named Tulsa Chamber Small Business Person of the Year.



## MODERATOR LARRY MOCHA

*CEO of APSCO*

Larry Mocha is President and CEO, APSCO, Inc. A manufacturer of pneumatic cylinders and valves for the truck equipment industry, APSCO, Inc. has grown from \$600,000 annual sales in 1984 to almost \$10 million in 2006. During the recent economic downturn, APSCO has turned its attention to seeking expanded markets for its products and manufacturing capacity and designing innovations to existing products which can be used in a green economy.

In 2010, he was appointed by Oklahoma Governor, Brad Henry, as Chairman of the Governor's 2011 Conference on Small Business. He is a monthly contributor on CNBC's Small Business Segment to discuss relevant issues impacting small business owners.

He is Chairman of The Oklahoma State Chamber, a member of the U.S. Chamber Small Business Council, and a former member of the U.S. Chamber Board of Directors. Since 1997, Larry has been a member of the President's Council, National Association of Manufacturers.

In 2010, Larry was reappointed by Governor Brad Henry as member, Board of Trustees for Oklahoma State University/Tulsa for a term expiring June 30, 2017. He has served as OSU/Tulsa's board chairman and vice chairman.

He served as Chairman of the Tulsa Mayor's Initiative on Small Business in 2009. In 2007, he became the Co-Chair of the Center for Legislative Excellence. Since 2002, he has been a member of the Board of

Directors and past Chairman, Entrepreneurial Education Foundation, Kansas City, Missouri

In 2002, he was appointed by Governor Keating as Chairman, Small Business Regulatory Flexibility Committee (OK SBREFA) and was reappointed by Governor Brad Henry in 2006.

In 2004, he was selected for the White House Conference panel on Securing our Economic Future, Tax and Regulatory Burdens.

He has testified at U. S. House of Representatives, Subcommittee on Investigations and Oversight Committee on Small Business, "The Impact of Energy Policy on Small Business".

He graduated from Oklahoma State University, Stillwater with a Bachelor of Science Degree, Business.

### 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.

**PHOTOGRAPHY:** Occasionally, photos of the event are made and these may be posted on the OK Ethics website or Facebook page. By attending the program, participants tacitly understand and agree to this process. If preferences are otherwise, please notify us at [okethics@yahoo.com](mailto:okethics@yahoo.com) or call (405) 889-0498 and we will be happy to comply with your wishes.

### PRESENTATION STANDARDS:

The observations and comments of presenters at Consortium meetings and networking are the views and opinions of the presenter and do not constitute the opinion or policies of the Consortium or any of its members. Presenters are respectfully requested to honor OK Ethics Guiding Principles as well as avoid profanity, preaching, politics, put-downs and self-promotion during their lectures. To ensure accountability, participants are invited to evaluate each program according to these and other standards.

# COMMUNITY IMPACT AWARD NOMINATIONS

*The purpose of this award(s) is to recognize organizations that are positively impacting their communities in ways that inspire integrity. There are two categories for this award as described below:*

**I) Education:** Organizations honored in this category have demonstrated an ability to engage students and faculties in initiatives that significantly promote ethical behavior on Oklahoma campuses. Efforts will be assessed based on the width and depth of these endeavors. For example, while monetary outreach is a consideration, the selection team will also be interested in other factors, such as the number of individuals impacted and the degree to which the initiatives have made a positive difference.

**II) Community:** Businesses honored in this category have made significant outreach efforts that serve to uplift the community, specifically by promoting strong principles, ethical leadership and integrity. Please note that this should not be confused with the Compass Award criteria used for Corporate Social Responsibility, but is geared to fostering ethical behavior by inspiring and mobilizing members of the community toward actions that reflect Oklahoma values of integrity.

*\*Note that, because it is in everyone's best interests to promote high standards of ethical behavior, these awards are not limited to for-profit companies. For that reason, non-profits, educational and governmental institutions are welcome to apply.*



## 2015 OK ETHICS AWARDS

**STEPHEN  
HOWARD**

*Award Winning Speaker, Author,  
ESPN College Basketball Analyst,  
New Orleans Hornets Studio Analyst*

**May 1, 2015**

**Tower Hotel  
Oklahoma City**

# 2015 OK ETHICS COMPASS AWARD®

NOTE THAT THESE ARE EXCERPTS.  
FOR FULL APPLICATION, GO TO [WWW.OKETHICS.ORG](http://WWW.OKETHICS.ORG)



*The Oklahoma Business Ethics Consortium and Foundation (“OK Ethics”) are organizations committed to promoting Oklahoma values of integrity in the workplace. In the spirit of this award program, nominees are asked to share insights, events and processes that will be helpful to other companies who desire to instill strong ethical values in their workplace. Please note that the application is updated each year so questions may differ from previous ones. Be sure to carefully read the instructions.*

## PURPOSE & BENEFITS:

- 1) Promote Oklahoma values of integrity at work.** We do this by spotlighting those companies that have achieved success while staying true to the highest ethical standards. OK Ethics offers this award program as a means to inspire and encourage others.
- 2) The Compass Award application is designed to be a practical assessment tool for companies to use in evaluating the cohesiveness of their current processes for supporting ethical behavior.** Past applicants have commented that this is the most valuable aspect of the award. For first-time candidates, this has provided a comprehensive benchmark and springboard for future endeavors. To that end, OK Ethics will provide **two free consultations** to participating companies. One of these sessions is to offer guidance and support in the preparation of this application.<sup>1</sup> The other may be used at the company’s discretion and at the mutual agreement of the OK Ethics representative.
- 3) Finally, award recipients openly share their information with other companies who are continually focused on promoting strong ethical practices in their organizations.** To paraphrase John F. Kennedy, “All ships rise in high tide.”

OK Ethics wishes to acknowledge with gratitude the open sharing of criteria by the Malcolm Baldrige National Quality Program. Recognizing that integrity is an essential component of any business concern, criteria from the Baldrige program provided a strong basis for this award. As stated in the Baldrige program: *“Well designed and clearly articulated ethical principles should empower people to make effective decisions with great confidence.”*

<sup>1</sup> Appointments may be made by contacting Shannon Warren at (405) 858-2233 or via email at [warrenokla@cox.net](mailto:warrenokla@cox.net).



## NOMINATION PROCESS

**NOTE: Please notify Shannon Warren via email at [warrenokla@cox.net](mailto:warrenokla@cox.net) right away if you intend to apply for the award.** While the notification is not a requirement or binding, this simple notification process will help to ensure that an adequate number of qualified selection team members are available to oversee the process.

**The deadline for submitting an application is 2:00 on Thursday, March 19.** (See details below.)

### Self-Nominations:

Companies are strongly encouraged to self-nominate. In the case of self-nominations, simply download the Application for completion and submission available on the website at [www.OK Ethics.org](http://www.OKEthics.org) under the tab labeled “Compass Awards”.

### Nominating Other Organizations:

You may nominate a company by using the online form provided on the website under the Compass Award page at [www.OK Ethics.org](http://www.OKEthics.org) or, if you are viewing this application online,

Once the nomination is received by OK Ethics the nominated organization will be automatically notified via email of your nomination and receive a link in order to download the award application form. (Note that, in the event of multiple nominations for a single organization, OK Ethics reserves the right to limit notifications to the first nomination received.)

Below are excerpts of the types of questions asked on the application:

### **I. Leading with Integrity:**

Leaders create the tone for ethical behavior to flourish in an organization. This section focuses on leadership’s actions and how they promote and ensure ethical behavior in all interactions.

How do senior leaders’ actions demonstrate their commitment to ethical behavior that goes beyond simple legal compliance? How do they promote an organizational environment that fosters integrity? What systematic measures or indicators do you use to determine the effectiveness of your management team’s efforts to promote ethical behavior? In other words, how do you know the efforts are truly working?

### **II. Cultivating an Ethical Culture:**

Rules are not sufficient enough to promote good conduct in an organization. Companies must build and continually reinforce a culture that promotes integrity in the workplace.

- A. *Definition:* Please provide a definition of ethical behavior as it relates to your organization. Explain how you arrived at your definition.
- B. *Principles & Values:* Please describe the ethical principles and values of your organization.
- C. *Selection Process:* Describe your organization’s employee selection process. In other words, how do you ensure that your organization is recruiting individuals whose values meet high ethical standards?
- D. *Orientation & Training:* What is your process for ensuring that the organization’s values are embraced by new employees?
- E. *Monitoring Processes:* Describe your key process measures or indicators for enabling and monitoring ethical behavior throughout your organization, including interactions with your workforce, customers, partners, suppliers, and/or other stakeholders.

- F. *Breaches*: How does your company monitor and respond to breaches of ethical behavior?
- G. *Rewards & Recognition*: How does your organization recognize and/or reward those employees, customers, vendors, partners who have gone “above and beyond” in their demonstration of highly ethical principles?

### **III. Forthright Communications:**

Transparency is a term that has broadened beyond the standard reference to accounting procedures.

- A. *Methods*: How does your company demonstrate open/transparent communication occurs throughout the organization?
- B. *Effectiveness*: How has the effectiveness of these communiqués been measured?

### **IV. Corporate Social Responsibility:**

According to the Baldrige criteria, opportunities to support key community efforts are available to organizations of all sizes. The Selection Team will be interested in initiatives that go well beyond regulatory compliance.

- a. *Strategy*: Describe your company’s strategy with regard to issues of social responsibility or corporate philanthropy. In other words, how does your company identify which community activities to support?
- b. *Impact*: What has been your company’s direct impact on the community? In other words, please state how your organizations’ involvement has made a difference. *(Note that your organization may be also be interested in applying for OK Ethics’ Community Impact Award. See separate award application and criteria for that opportunity.)*

Please provide an overview of:

- i. Your company’s involvement in the community
- ii. Benefits to the community
- c. *Engagement*: To what extent are employees actually engaged in the company’s social responsibility activities?

### **V. Building Trust in Customer Relations**

Sometimes, customers’ interests may conflict with an organization’s desired revenue goals. In these situations, it may be tempting to compromise ethical standards.

How does your company monitor the effectiveness of customer relations, specifically as it pertains to handling of customer concerns in a forthright and fair manner?



# GUIDING PRINCIPLES

*Adopted July, 2004*

*To ensure that the Consortium fosters positive characteristics of integrity in the successful achievement of its goals, these Guiding Principles were discussed and adopted (with revisions) during a milestone planning session held by Consortium leaders in Stroud on June 18, 2004. These principles were developed based on the Character First's values and philosophies.*

## RESPONSIBILITY TO SELF AND OTHERS

### Service

- Passion for promoting ethics and integrity
- Encouraging the promotion of ethical behavior through personal actions and
- Sharing ideas and resources
- Responsibility and accountability for fulfilling the mission of the Consortium.

### Collaboration

- Achievement of common goals through the promotion of ethical, mutually beneficial relationships
- Service to the Consortium over promotion of self-interest
- Cooperation emphasized over competition in promoting ethical business conduct
- Members collaborate by being constructively engaged in discussions regarding ethics
- Seeking consensus in interactive discussions regarding ethical matters.

### Respect

- Members may become aware of confidential information shared by others in an effort to determine an ethical course of action. We ask members to be sensitive in recognizing and respecting the efforts made toward achieving ethical behavior. In that vein, public disclosure of this information is discouraged.
- We respect other members and the process by:
  - Exhibiting listening skills and actively listening to discussions
  - Being open to other points of view and outcomes
- We are an inclusive organization and demonstrate this by welcoming members who are in different stages of learning as applied to ethical behavior.

## LEAD WITH INTEGRITY

### Dependability

- Members are asked to demonstrate their support of this initiative by consistently attending meetings.

### Initiative

- Recruiting other members who have demonstrated a desire to promote ethical behavior in their organizations.
- Recognizing what needs to be done to help promote the Mission of the Consortium and taking action to assist in that effort.

### Honor

- Members are asked to honor the Consortium through the practice of integrity and ethical behavior in their business dealings.
- We express gratefulness to our hosts, sponsors and speakers; as well as to those whose volunteer service makes OK Ethics a stronger organization.
- Realizing that each of us is in a mode of continual learning, we demonstrate humility, care and compassion when sharing our thoughts and knowledge.

### Courage

- Speak the truth with confidence and encourage others to do the same.

## INSPIRE TRUST

***We serve and promote the cause of truth with integrity, objectivity and fairness to all persons.***

- We hold ourselves accountable by consistently honoring our word.
- We extend trust abundantly to those who have earned it.
- Trust, once earned, will not be taken for granted, manipulated or abused.

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



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Facebook.***

