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Meet Lillian Wylie

Compliance Manager
Oceaneering International Services Ltd
Aberdeen, United Kingdom

See page 16

29

A road map for starting
a higher education
compliance program

Kenneth J. Liddle

35

Capturing true value
in social media
investigations

Dan Coney

43

Board committee
best practice
considerations

Sharon Parsley

47

Is there benefit
in being an
early adopter?

Gwendolyn Lee Hassan

by Roy Snell, CHC, CCEP-F

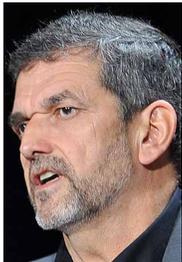
Who's who vs. who gets it

Please don't hesitate to call me about anything any time.

+1 612 709 6012 Cell • +1 952 933 8009 Direct

roy.snell@corporatecompliance.org

[@RoySnellSCCE](https://twitter.com/RoySnellSCCE) [in /in/roysnell](https://www.linkedin.com/in/roysnell)



Snell

I am pretty frustrated with folks who are jumping on the compliance bandwagon, putting themselves out there as experts with no real experience or true understanding about the people in our profession and the challenges they face. At the risk of leaving out hundreds

of people, I am going to mention a few people who really “get” our profession.

Anyone who follows my LinkedIn posts knows I think Kristy Grant-Hart gets it. Plus, her name is really cool. Not only has she worked in a Compliance department, she spends endless hours hanging out with compliance professionals to better understand the profession. She is also an insanely gifted speaker and writer. She is a little famous because she earned it. I would contrast that against the person who puts themselves out there as an expert because they had “15 minutes of compliance fame,” power, money, influence, a big title, or works at a famous company. Don't get me wrong—there are people with one or more of those traits who put in the effort to understand and help the compliance profession. It's the “fly in, grace us with their presence, give a presentation, and then fly back home” crowd that drives me a little crazy. You can't teach us if you don't spend the time to get to know us.

That brings me to other folks like Greg Triguba, Samantha Greves, Kim Lansford, Al Gagne, Dwight Claustre, Jonathan P. Armstrong, Lynda Hilliard, Kathleen Grilli, Urton Anderson (insert “etc.” 999 more times here please). You may not know these people, because they don't

have power, money, influence, and haven't had “15 minutes of compliance fame.” That's kind of the point. They earned their understanding of our profession and can teach compliance because they spend time with other people in the profession. We don't pick people to speak, write, or lead this organization because of their power, money, or influence. We pick people because they get it, have experience, spend time understanding others, care, and give more than they take. I love our Board, but they are not a list of who's who from the list of Fortune 100 companies. They are from the list of “who gets it.”

My favorite example is Art Weiss. He is the compliance officer at TAMKO Building Products. “Who is that,” you say? Exactly my point. TAMKO happens to be a great company with great leadership and have great roofing material, but (no offense, Art) you guys have no cachet. Art has a really impressive résumé with experience in enforcement, worked in compliance at Sears, and has a cool watch collection, but (sorry, Art) you are not at the center of our universe because you have cachet. Art, you are valuable to our profession because you have actually held the job, you take time to learn about the challenges your peers face, you can teach, and you really get it. You get it so well you can explain it in a simple manner. I would pick you over the empty suit every day and twice on Sunday. You are who we are. You are why we are who we are. You are why we are helping so many people and why we are successful. And, I would pick the 999 other people like you that I have not mentioned, too. *