

TEXAS TECH UNIVERSITY  
*School of Law*™

# WEST TEXAS GEOLOGICAL SOCIETY

## **Bill Keffer – Short Bio**

- SMU (BA) – '81
- University of Texas (JD) – '84
- Vial, Hamilton, Koch & Knox (Dallas) – '84-'87
- ARCO (Dallas) – '87-'93
- Gardere & Wynne (now, Foley & Lardner) (Dallas) – '93-'01
- Miller & Keffer/William R. Keffer, P.C. (Dallas) – '01-Present
- Texas legislature: State Rep – 2003-2006

# WEST TEXAS GEOLOGICAL SOCIETY

Currently –

- Texas Tech School of Law – 2014-Present
  - Janet Scivally and David Copeland Endowed Professor of Energy Law
  - Director of Energy Law Programs
    - Oil & Gas Law I and II
    - Legislative Process
    - Energy Law Program





TEXAS TECH UNIVERSITY  
**School of Law**  
ENERGY LAW PROGRAM

**A TRADITION OF  
EXCELLENCE  
A FUTURE OF  
INNOVATION**

# WEST TEXAS GEOLOGICAL SOCIETY

## New Master of Science in Interdisciplinary Studies (MSIS) in Energy

- Started in Fall 2020
- Online with some weekend face-to-face campus visits
- Earn degree in 12-18 months
- Courses in 4 areas: Oil & Gas, Renewables, Law, Business
- Rolling admission (can start in Fall, Spring, or Summer)

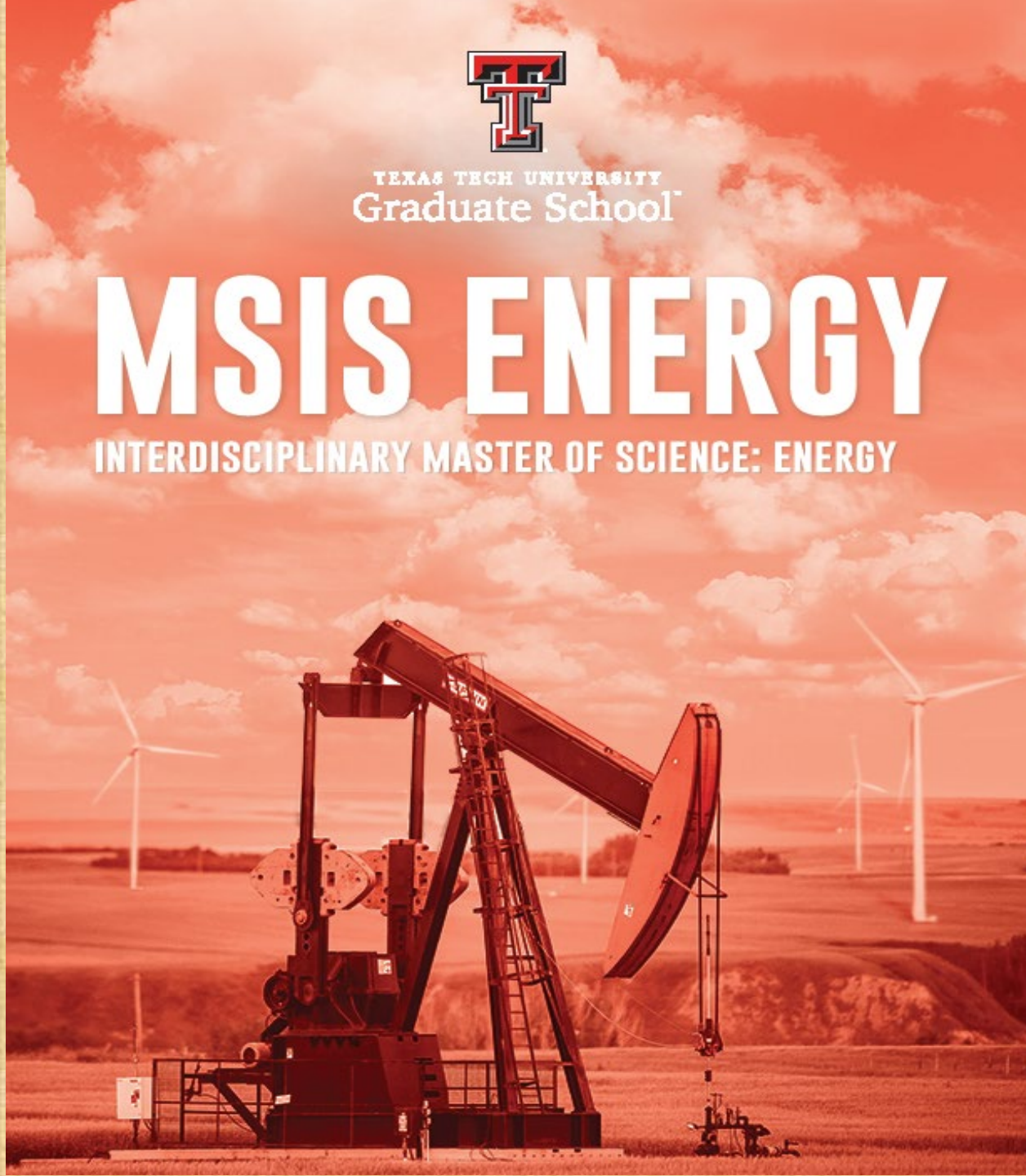




TEXAS TECH UNIVERSITY  
Graduate School

# MSIS ENERGY

INTERDISCIPLINARY MASTER OF SCIENCE: ENERGY



# **WEST TEXAS GEOLOGICAL SOCIETY**

## **FALL SYMPOSIUM 2022**

**“A LAWYER TALKS ETHICS (DON’T MISS THIS  
RARE EVENT)”**

**PROF. BILL KEFFER**

# WEST TEXAS GEOLOGICAL SOCIETY

- **The Geological Society of America**

- Code of Ethics & Professional Conduct
- The purpose of the Code of Ethics & Professional Conduct (the “Code”) is to foster a culture of integrity and excellence through our work as a Society and in furtherance of GSA’s tax-exempt charitable, educational, and scientific purposes.
- GSA is a signatory to the **American Geosciences Institute** (“AGI”) [Guidelines for Ethical Professional Conduct](#) (the “Guidelines”).



# WEST TEXAS GEOLOGICAL SOCIETY



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connecting earth, science, and people

# WEST TEXAS GEOLOGICAL SOCIETY

- AGI Guidelines for Ethical Professional Conduct
  - The **American Geosciences Institute (AGI)** expects those in the profession to adhere to the **highest ethical standards** in all professional activities.

# WEST TEXAS GEOLOGICAL SOCIETY

- In day-to-day activities geoscientists should:
  - Be honest.
  - Act responsibly and with integrity, acknowledge limitations to knowledge and understanding, and be accountable for their errors.
  - Present professional work and reports without falsification or fabrication of data, misleading statements, or omission of relevant facts.
  - Distinguish facts and observations from interpretations.



# WEST TEXAS GEOLOGICAL SOCIETY

- Accurately cite authorship, acknowledge the contributions of others, and not plagiarize.
- Disclose and act appropriately on real or perceived conflicts of interest.
- Continue professional development and growth.
- Encourage and assist in the development of a safe, diverse, and inclusive workforce.
- Treat colleagues, students, employees, and the public with respect.
- Keep privileged information confidential, except when doing so constitutes a threat to public health, safety, or welfare.

# WEST TEXAS GEOLOGICAL SOCIETY

- **Brand new, just released, never before available to the public:**
- ***Keffer's Concise, Comprehensive, Consolidated Code of Ethics***
  - One page that is chock-full of everything you will ever need to know about complying with your profession's particular code of ethics
  - "Do the right thing. Don't do the wrong thing."
- **Look for Keffer's next release on the laws of finance and economics, also sure to be a best-seller. Give a copy to your favorite politician.**

# WEST TEXAS GEOLOGICAL SOCIETY

- ***Keffer's Concise, Comprehensive, Consolidated Theory of Economics***
  - One page that is chock-full of everything you will ever need to know about finance and economics
  - “Once you have spent a dollar, you don't have it anymore.”



# WEST TEXAS GEOLOGICAL SOCIETY

- Ethics: "Moral principles that govern a person's or group's behavior." - **Oxford Dictionary**

# WEST TEXAS GEOLOGICAL SOCIETY

- Morals: "A person's standards of behavior or beliefs concerning what is and is not acceptable for them to do." - **Oxford Dictionary**

# WEST TEXAS GEOLOGICAL SOCIETY

- “Ethics and morals both relate to “right” and “wrong” conduct. However, ethics refer to the series of rules provided to an individual by an external source - e.g., his/her profession. On the other hand, morals refer to an individual’s own principles regarding right and wrong.” - **Dictionary.com**



# WEST TEXAS GEOLOGICAL SOCIETY

- "Morality: An instinctive sense of right and wrong that tells some people how everyone else should behave." - **Anonymous**

# WEST TEXAS GEOLOGICAL SOCIETY

- “Ethics is knowing the difference between what you have a right to do, and what is the right thing to do.” - **Potter Stewart (Former Justice - U.S. Supreme Court)**

# WEST TEXAS GEOLOGICAL SOCIETY

- "Reason and experience both forbid us to expect that national morality can prevail in exclusion of religious principle." - **George Washington (Former U.S. President)**



# WEST TEXAS GEOLOGICAL SOCIETY

- "I consider ethics, as well as religion, as supplements to law in the government of man." - **Thomas Jefferson (Former U.S. President)**

# WEST TEXAS GEOLOGICAL SOCIETY

- "A conscience without God is like a court without a judge." - **Alphonse De Lamartine** (French author and statesman)

# WEST TEXAS GEOLOGICAL SOCIETY

- "A person educated in mind and not in morals is a menace to society." - **Juanita Kidd Stout (Former Justice – Pennsylvania Supreme Court)**

# WEST TEXAS GEOLOGICAL SOCIETY

- “Education without values, as useful as it is, seems rather to make man a more clever devil.” – **C.S. Lewis (British writer and theologian)**



# WEST TEXAS GEOLOGICAL SOCIETY

- "Action indeed is the sole medium of expression for ethics." - **Jane Addams (American leader in the women's suffrage movement)**

# WEST TEXAS GEOLOGICAL SOCIETY

- “The essence of immorality is the tendency to make an exception of myself.” - **Jane Addams (American leader in the women’s suffrage movement)**

# WEST TEXAS GEOLOGICAL SOCIETY

- “We have two kinds of morality side by side: one which we preach but do not practice and another which we practice but seldom preach.” - **Bertrand Russell (British philosopher and intellectual)**

# WEST TEXAS GEOLOGICAL SOCIETY

- "Because you're able to do it and because you have the right to do it doesn't mean it's right to do it." - **Laura Schlessinger (a/k/a "Dr. Laura" – American radio personality)**



# WEST TEXAS GEOLOGICAL SOCIETY

- “Wrong does not cease to be wrong because the majority share in it.” - **Leo Tolstoy**  
(**Russian writer**)

# WEST TEXAS GEOLOGICAL SOCIETY

- “Integrity is doing the right thing, even if nobody is watching.” - **Jim Stovall**  
(**American author**)

# WEST TEXAS GEOLOGICAL SOCIETY

- “We have grasped the mystery of the atom and rejected the Sermon on the Mount. The world has achieved brilliance without wisdom, power without conscience. Ours is a world of nuclear giants and ethical infants. We know more about war than we know about peace, more about killing than we know about living.” – **Omar Bradley (U.S. General - World War II)**

# WEST TEXAS GEOLOGICAL SOCIETY

- "Cowardice asks the question, "Is it safe?" Expediency asks the question, "Is it politic?." Vanity asks the question, "Is it popular?." But conscience asks the question, "Is it right?" And there comes a time when one must take a position that is neither safe, nor politic, nor popular, but one must take it because one's conscience tells one that it is right." - **Martin Luther King, Jr.**



# WEST TEXAS GEOLOGICAL SOCIETY

- “Laws and principles are not for the times when there is no temptation: they are for such moments as this, when body and soul rise in mutiny against their rigor ... If at my convenience I might break them, what would be their worth?” - **Charlotte Brontë (English novelist and poet)**

# WEST TEXAS GEOLOGICAL SOCIETY

- “Only those who try to resist temptation know how strong it is... A man who gives in to temptation after five minutes simply does not know what it would have been like an hour later. That is why bad people, in one sense, know very little about badness. They have lived a sheltered life by always giving in.” – **C.S. Lewis (British writer and theologian)**

# WEST TEXAS GEOLOGICAL SOCIETY

- “Without civic morality communities perish; without personal morality their survival has no value.” - **Bertrand Russell (British philosopher and intellectual)**

# WEST TEXAS GEOLOGICAL SOCIETY

- “Most of us follow our conscience as we follow a wheelbarrow. We push it in front of us in the direction we want to go.” - **Billy Graham (American Christian evangelist)**



# WEST TEXAS GEOLOGICAL SOCIETY

- "An ethical man is a Christian holding four aces." - **Mark Twain (American writer and humorist)**

# WEST TEXAS GEOLOGICAL SOCIETY

- "Character is doing the right thing when nobody's looking. There are too many people who think that the only thing that's right is to get by, and the only thing that's wrong is to get caught." – **J.C. Watts (former OU quarterback and U.S. Congressman)**

# WEST TEXAS GEOLOGICAL SOCIETY

- "Many a man gets a big reputation for Virtue and Morality, when if the truth were known, the poor boob was simply scared of getting caught." - **Robert Elliott Gonzales**  
(**American poet and newspaperman**)

# WEST TEXAS GEOLOGICAL SOCIETY

- "There are two types of people in this world, good and bad. The good sleep better, but the bad seem to enjoy the waking hours much more." - **Woody Allen (American film director, actor, comedian)**



# WEST TEXAS GEOLOGICAL SOCIETY

- "There is no pillow so soft as a clear conscience." - **French Proverb**

# WEST TEXAS GEOLOGICAL SOCIETY

- “When an irresistible force meets an immovable object, an unethical lawyer will immediately appear.” - Law of Resistance - **Anonymous**