



Associate Member ASAC Code of Ethics



CODE #1 ~ Associate Members endeavor at all times to place the General Membership interests above their own

1. Associate members conduct their businesses in ways that reflect only positively on ASAC.
2. Associate members refrain from bringing business competition issues into any committee participation or other ASAC event.

CODE #2 ~ Associate Members respect the ASA designation and make use of it only as set forth in the guidelines for ASA logo usage.

1. Associate Members proudly represent themselves as *an ASAC member*
2. Associate Members represent themselves in any communication *on behalf of ASA* only if the ASAC Associate Council or staff has previously approved that communication.
3. Associate Members represent themselves; their product or their service as *endorsed by ASA* only if such an agreement exists in writing between the Associate Member and ASAC.
4. Associate Members proudly *add* the ASAC logo to any corporate identity product but the ASAC logo *is not* the *prominent logo* on any material.

CODE #3 ~ Associate Members strive to find ways to improve the Association and provide the best of benefits for Association members.

1. ASAC meetings and events are viewed as opportunities for networking, education and professional development.
2. Associate Members develop and present educational seminars that are of benefit to all ASAC members
3. Associate Members write educational articles for publishing in ASAC newsletters and at the ASAC website.

CODE #4 ~ Associate Members seek to improve the image and recognition of the Association and encourage like participation of others.

1. Associate Members discuss the benefits of ASAC membership with their customers and associates.
2. Associate Members understand the goals and mission of ASAC and to discuss those with others in the industry.

CODE #5 ~ Associate Members assist in maintaining the high level of integrity expected of Association members.

1. Associate Members know that even the appearance of impropriety is enough to make it improper.
2. Associate Members endeavor to project a positive image at all times.