



## Lakeview Roscoe Village Chamber Membership Standards & Ethics

- **A member will** conduct business with honesty, integrity, and fairness with respect to customers, clients, and employees alike.
- **A member will** be accessible and accountable to customers or clients and make every reasonable effort to act for the customer's or client's best interest and benefit.
- **A member will not** discriminate based upon race, color, creed, religion, national origin, age, disability, marital status, gender, gender identity or sexual orientation.
- **A member will** be responsible at all times for truthful and non-deceptive advertising and promotion regarding their business and its products or services.
- **A member will not** use or condone advertising which is untrue, misleading, deceptive, fraudulent, falsely disparaging of competitors, or which contains insincere offers to sell, nor advertising which as a whole, may be misleading or result in misrepresentation by direct statement, inference or omission.
- **A member will** conduct business with strict adherence to the laws of the state where located and to business or professional codes existent for the particular business or profession and in accordance with generally accepted business practices.
- **A member will** support the vision, mission and values of this organization and will serve as an appropriate representative in public settings.
- **A member will** support our diverse communities in a constructive and positive manner.
- **A member will** strive to improve the local economy by first referring and promoting fellow members and their businesses.
- **A member will** maintain a professional relationship and attitude towards my customers/clients and competitors. If I find myself in dispute or have a divergent position with any person, I will conduct myself appropriately and attempt to settle the situation in a manner that is fair and respectful to all parties involved.