It is the responsibility of each Board member to conduct themselves in such a way that they adhere to the highest ethical, moral and legal standards.

 They shall:

 Abide by the spirit and letter of all Board and association polices

* Represent the association professionally
* Maintain strict confidentiality of Board discussions, decisions and documents (identified as confidential). See AD018
* Treat others with trust and respect
* Abide by all antitrust laws and association policies. See GR201
* Abide by all conflict of interest requirements. See AD017
* Hold the industry and association in high regard and not use their Board position to seek personal or commercial benefit to their company or self
* Actively engage, listen and participate in the association’s and Board business
* Be prepared for, attend and actively participate in all required meetings and activities of the Board of Directors
* Publicly support and champion the decisions of the Board of Directors
* Share their opinions on matters of the association during the formal discussions of the Board, versus privately with staff or other Board members outside of the Board meetings. Thus, not bypassing the responsibility to ensure that any viewpoints are openly addressed with the Board and others on the Board have the opportunity to hear all perspectives regarding an open manner