**HOMEWOOD BUSINESS ASSOCITAION – CODE OF ETHICS**

As Homewood Business Association (HBA) Members, we have a responsibility to our members and the Association. We hereby agree to:

1. Maintain the highest standards of business conduct by using only legal and ethical means in all business activity.
2. Actively promote and encourage the highest level of integrity within the HBA.
3. Cooperate in every reasonable and proper way with other Association Members and work with them toward the advancement of the HBA
4. Be fair, equitable and respectful to association members, associates, competitors, customers, the public, and all business or professional relationships.
5. Adhere to honesty in advertising and in all representations to the public concerning everything HBA members manufacture, import, distribute and/or sell.
6. Commit to the development and use of the highest standards and practices for the marketing initiatives.
7. Avoid any unfair or deceptive practice and always present our products and services in an honest and forthright manner.
8. Never comment on a member’s product without a good faith basis or need for such statements.
9. Never make false statements about other members.
10. Support the Association by taking an active role in HBA-sponsored activities and promoting the Association to the Village at large.
11. Represent the HBA, its positions, policies and fellow Members in a positive, constructive and professional manner.
12. Act in a manner consistent with, and make every effort to uphold this code of ethics.
13. This Code of Ethics does not set forth all aspects of good conduct and ethical behavior.
14. Any member may be removed by a vote of the majority of Association Members, when the best interest of the HBA would be served by said action.
15. If content posted to either HBA Member sites (both personal and professional) is used deliberately to negatively provoke other HBA businesses online, typically through inflammatory, offensive, or provocative comments, the member will be subject to removal by a vote of the majority of Association Members.

**Acceptance of, and adherence to this Code is a condition of membership.**

**This Code of Ethics will be reviewed periodically and updated as necessary.**