



# THE SFM STANDARD OF CONDUCT AFFIRMS THE BASIC POLICIES OF ETHICAL CONDUCT FOR ALL MEMBERS AND STAFF OF THE SOCIETY FOR FOODSERVICE MANAGEMENT.

The foundation of the Standard of Conduct consists of the basic standards of business as well as personal conduct: honesty and candor in our activities; avoidance of conflicts between personal interests and the interests of the Society; maintenance of our reputation and avoidance of the activities which reflect adversely on the Society and its members; and integrity in dealing with the assets and resources of the Society.

## All members therefore agree to:

- Support the goals and objectives of the Society in order to reflect the highest standards of the foodservice profession
- Foster a spirit of unity and cohesiveness of purpose in all SFM sponsored activities
- Promote fair and equitable treatment for all persons employed or affiliated with the foodservice industry
- Exhibit the highest standards of moral and professional conduct at all SFM activities
- Accept responsibility for the conduct and demeanor of their guests at SFM functions
- Promote an awareness of the SFM philosophy of thoroughly professional management and conduct

Honor the trust placed in them while holding an elected or appointed position in the Society

Furthermore, use of the SFM member roster by Active and Associate members as a mailing list for promotion of products or services is permitted. However, all SFM members are responsible for protecting the right to privacy of other members and are asked not to share the membership roster with individuals or organizations outside SFM.

## ACTIVE MEMBERS

Active members are, by definition, contract foodservice operators and executives, client-liaisons, self-operators or educators teaching a hospitality management or culinary arts curriculum full-time.

By joining SFM, the Active member agrees to abide by the SFM Standard of Conduct, acknowledging his/her responsibility to represent the association in a manner that reflects positively on the Society, its membership and the foodservice industry.

## ASSOCIATE MEMBERS

Associate members are, by definition, suppliers of products and/or services to SFM's Active membership. Associate members recognize the mutual benefit to both classes in fostering an environment for idea exchange and better understanding of each other's needs.

By joining SFM, the Associate member agrees to abide by the SFM Standard of Conduct, acknowledging his/her responsibility to represent the association in a manner that reflects positively on the Society, its membership and the foodservice industry.

Additionally, Associate members agree to interact with Active members at SFM functions primarily to become better acquainted and to learn from one another.

## Overt soliciting of business is not acceptable at SFM functions.

Participation in SFM programs is an opportunity for an Associate member to offer his/her expertise and knowledge in a particular area. The purpose should be to transmit "general" knowledge rather than presenting a sales presentation for a specific branded product or service.