

## B.E.S.T. Code of Ethics

### Responsibility to Self

- Strive for personal and professional growth and excellence.
- Demonstrate pride in your work and maintain a positive attitude.
- Demonstrate understanding and respect for people and their differences.
- Always show appreciation for other's ideas and opinions.
- Be assertive.
- Honestly and realistically represent skills, knowledge, product, and service.
- Be loyal and obedient to the laws and rules that govern community and company.
- Be respectful and supportive of persons, values, opinions, needs, property of the community, and company,
- Place the interests of the community, company, consumer, and competition before personal interests.
- Use knowledge and skills to the best of ability to advance and protect the community, company, consumer, and competition before personal advancement.
- Accept personal responsibility for all commitments and actions.
- Conduct oneself with professionalism and integrity.
- Remove self from situations implying or practicing unethical behavior.
- Do not require or influence others to act unethically.
- Do not knowingly cause harm to persons or property.

### Responsibility to Class/Company

- Strive for success.
- Show willingness to cooperate, communicate, contribute, and listen.
- Maintain confidentiality and high standards.
- Display leadership by example.
- Represent the company/class with professionalism, integrity, and pride.
- Honestly and realistically represent my skills, knowledge, product, and service.
- Be loyal and obedient to the laws and rules that govern community and company.
- Avoid conflicts of interest.
- Give credit where credit is due.
- Be respectful and supportive of persons, values, opinions, property of the community, company, consumer, and competition.
- Use knowledge and skills to the best of ability to advance and protect the community, company, consumer, and competition before personal advancement.
- Place the interests of the community, company, consumer, and competition before personal interests.
- Remove self from situations implying or practicing unethical behavior.
- Do not require or influence others to act unethically.
- Do not knowingly cause harm to persons or property.

### Responsibility to Competitors

- Maintain confidentiality between companies.
- Compete fairly and justly within legal limits.
- Abide by the rules, regulations, and policies of competitors.
- Be aware of any global interactions of competitors.
- Do not infringe on competitors' deals.
- Maintain business integrity and open communications between competitors.
- Honestly and realistically represent skills, knowledge, product, and service.
- Be loyal and obedient to the laws and rules that govern community and company.
- Be respectful and supportive of persons, values, opinions, property of the community, company, consumer, and competition.
- Place the interests of the community, company, consumer, and competition before personal interests.
- Accept personal responsibility for all commitments and actions.
- Be realistic in claims and pricing of products and services.
- Give opinions that are unbiased and objective.
- Refrain from damaging another's reputation to advance own.
- Do not participate in or accept bribery, price undercutting or fixing.

### Responsibility to Customers

- Maintain confidentiality.
- Comply with contracts and agreements.
- Give opinions that are unbiased and objective.
- Instill a confidence within customer that is equal and fair.
- Strive for quality in customer satisfaction of product or service.
- Accept personal responsibility for all commitments and actions.
- Conduct self with professionalism and integrity.
- Do not participate in or accept bribery, price undercutting or fixing.
- Honestly and realistically represent the company's knowledge, product, and service.
- Be loyal and obedient to the laws and rules that govern community and company.
- Be respectful and supportive of persons, values, opinions, property of the community, company, consume, and competition.
- Place the interests of the community, company, consumer, and competition before personal interests.
- Use knowledge and skills to the best of ability to advance and protect the community, company, consumer, and competition before personal advancement.

We, the undersigned, have created and agreed to the B.E.S.T. Code of Ethics in the Fall Semester of 2002.

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