

This business subscribes to the

Code of Ethics

of the Service Associates

of the Illinois Association of School Boards

Believing the objective of all educators and school board members is service to mankind, we, the members of the Service Associates of the Illinois Association of School Boards, pledge ourselves to contribute to this service. In carrying out this pledge, we shall endeavor to hold certain professional ideals in our relations with the schools and to adhere to the following standards of business practice.

1. To work for truth, honesty, and integrity in our relations with schools.
2. To create confidence in our organization by our acts and precepts.
3. To exert our efforts toward stressing the quality of our own services and products rather than the deficiencies of others.
4. To conduct our business relations with schools and to exchange our products, services, and ideas in such a way as to benefit both parties to the transaction.
5. To promote a frank exchange of ideas involving mutual interests and to maintain friendly contacts with fellow members of the Service Associates.
6. To encourage and cooperate with the educational associations and the educational journals in their efforts to disseminate useful and practical knowledge to our mutual benefit.
7. To put forth every effort consistent with faithful business performance in order that we may follow sound recognized practices of constructive salesmanship.

We believe that a faithful observance of these standards will result in a mutual respect among ourselves and a general acceptance of our good intentions and high ideals by all educators and school boards.

