

1. Integrity Without Compromise

Having integrity means being honest and forthright with ourselves and in working with our members and each other. Moreover, we say what needs to be said not simply what people want to hear. Above all else be true to our mission and values.

2. Do Right by All Our Customers

Doing right means acting with the best interests of the other party in mind. We treat each other, our business partners, and our colleagues with the same care and respect with which we treat our members.

3. It's the People

We have great people who want to do well, who are committed to our mission, who are capable of doing great things, and who come to work fired up to achieve them. Great people flourish in an environment that liberates and amplifies their energy.

4. Excellence Through Continuous Improvement

We seek to adopt the best ideas and to be the best at whatever we do. We believe we can always get better. We strive continually to improve our processes, to help people do their jobs better and to produce high quality services and products.

5. Listen, Understand, and Respond

We have a responsibility to create an environment that encourages people to speak openly, knowing they will be listened to when they do. Listening, however, is only a first step. It's also key to verify our understanding and to respond - if not through direct action, then through acknowledgement or feedback.

6. Teams Work

Believing that **Together Everyone Achieves More**, we promote a culture of teamwork. Working in cooperation with others leads to better solutions and success for all. In a quality team, empowerment partners with ownership.

7. Members Define Quality

Part of adapting to changing member needs and desires is knowing what our members want. We actively solicit input from our membership.

8. Think Forward, Think Boldly

We are continually in search of forward thinking people, new ideas and new possibilities. We support courageous behaviors necessary to go forward in the face of risk. We look beyond conventional borders to find fresh perspectives.

9. Attention to Detail

We strive for simplicity, clarity and accuracy to help our audience understand the message. We look with a critical eye to eliminating the unnecessary. Clutter is catastrophic. It's often the lack of attention to little details that trip up the best ideas.

10. We Care and Give Back

We seek to contribute to our community in ways that reflect broadly held values, have meaningful impact, draw on our unique strengths as a service organization, and, whenever possible, reinforce our goals.

