

Senior Marketing Group (SMG) Lakeshore Code of Ethics

Statement of Purpose:

The Senior Marketing Group is dedicated to improving the quality of life of seniors by working together as marketing professionals in the lakeshore area

We strive to meet this purpose through the following objectives:

- **COLLABORATION** on special events (i.e. a senior community fair) and advertising opportunities that will educate seniors about community resources and/or promote/advocate the special needs of seniors to the community
- **COMMUNICATION** with each other to build better business relationships and to share ideas/resources
- **EDUCATION** of ourselves and one another about best practice marketing, as well as advertising trends/ideas to enhance our ability to market to seniors
- **CONNECTION** with other local senior-serving groups (i.e. Connections, hospitals, 2-1-1) to stay informed about “front-line” needs of seniors

Members of SMG Lakeshore are committed to ethical, professional conduct. Together, we will abide by the following guidelines as contributing members:

- Members will uphold and advance the integrity of SMG through honest communication and representation of their respective professions—both to other members of the group and to the surrounding community
- Members will commit to the highest standard of service to the senior community, their families and to other senior-related services
- Members will participate in SMG activities and events to the best of their ability, helping to promote the objectives of SMG and to reach the senior population we serve
- Members will remain in good standing with the organization, paying annual dues as scheduled and submitting payment for participation in other group events in a timely manner
- Members will affirm the core values of honesty, responsibility, fairness, respect, transparency and community, seeking to advance the organization, themselves and the professions they represent according to these values

Failure to comply with the above policy or to cooperate with SMG will result in termination/revocation of membership, subject to a vote by the SMG Steering Committee.

Membership Guidelines:

- A business may join the group if they serve the senior population in the Lakeshore Area and are approved by SMG Steering Committee
- 2 Marketing/Sales/Admission representatives from any one agency may represent a business for a single membership. For Corporate membership multiple representatives may be added to roster
- Membership application and dues must be received by March 31, of the current year to be considered a member in good standing. Payment not received before this deadline will result in business being removed from contact list and website
- Membership application and payment received after October 1, of the calendar year will be considered paid for the upcoming calendar year
- Membership includes: Email updates on SMG activities & member happenings, Eligibility to participate in all SMG quarterly meetings & sponsored activities and business listing on SMG website. Additional logo, business description and business link maybe purchased for a onetime fee of \$25 (see form on SMG website). Updates to SMG website are made within 45 days of membership approval or receipt of website form
- A potential new member may attend 1 quarterly meeting as a guest before membership dues must be paid
- If a current member transfers to a new place of employment during the calendar year, membership does not transfer with the person. Membership will remain with business listed on membership application