Code of Ethics

FOR THE

TRANSPORTATION INDUSTRY

Because we recognize that shippers and carriers are companion functions within the transportation industry, and

Because sound commercial transactions must be mutually profitable, and

Because cooperation between industry and carriers will reduce the cost of distribution with consequent benefits to the industry and to the national economy as a whole,

We, therefore, subscribe to the following standards of professionalism in the relationship between shipper and carrier and within the industry as a whole.

1. To avoid misrepresentation in all business dealings, recognizing that permanent business relations on a professional level can be maintained only on a basis of HONESTY and fairness.

2. To buy and sell on the basis of value, recognizing that value represents that combination of quality of service and price which assures the greatest ultimate economy to the user.

3. To respect obligations incurred and neither express nor imply a performance which you cannot reasonably expect to fulfill.

4. To adjust and settle disputes on the basis of facts and fairness only.

5. To recognize that CHARACTER is the greatest asset in commerce, and to give it consideration in all business transactions for the betterment of the profession.

6. To avoid statements tending to injure or discredit and to divulge no information acquired in confidence with the intent of giving or receiving an unfair advantage in a competitive business transaction.

7. To provide, accept or demand no gifts or entertainment in the guise of sales expense, where the intent or effect is to unduly prejudice the recipients in favor of the donor; and to renounce all forms of commercial bribery.

8. To strive consistently for KNOWLEDGE and the growth of knowledge within the profession.

9. To counsel and to accept counsel from colleagues whenever the occasion permits, in the furtherance of the profession.

10. To not use the fraternity or allow the fraternity to be used for overt commercial purposes.

As formulated and adopted, 35th National Annual Meeting, DELTA NU ALPHA TRANSPORTATION FRATERNITY, October 11, 1975, Monterey, California.