



# SLMP Accredited Member Company Professional Code of Ethics and Conduct

## **PREAMBLE**

Private lake management is an important and learned profession. As members of this profession, SLMP Accredited Member Companies are expected to exhibit the highest standards of honesty and integrity. Private lake management has a direct and vital impact on the quality of life for all people. Accordingly, the services provided by SLMP Accredited Member Companies require honesty, impartiality, fairness, and equity, and must be dedicated to the protection of the public health, safety, and welfare. SLMP Accredited Member Companies must perform under a standard of professional behavior that requires adherence to the highest principles of ethical conduct.

## **I. Fundamental Canons**

SLMP Accredited Member Companies, in the fulfillment of their professional duties, shall:

1. Hold paramount the safety, health, and welfare of the public.
2. Perform services only in areas of their competence.
3. Issue public statements only in an objective and truthful manner.
4. Act for each client as faithful agents or trustees.
5. Avoid deceptive acts.
6. Conduct themselves honorably, responsibly, ethically, and lawfully so as to enhance the honor, reputation, and usefulness of the profession.

## **II. Rules of Practice**

1. SLMP Accredited Member Companies shall hold paramount the safety, health, and welfare of the public.
  - a. If SLMP Accredited Member Companies' judgment is overruled under circumstances that endanger life or property, they shall notify their client and such other authority as may be appropriate.
  - b. SLMP Accredited Member Companies shall approve only those private lake management documents that are in conformity with applicable standards.
  - c. SLMP Accredited Member Companies shall not reveal facts, data, or information without the prior consent of the client except as authorized or required by law or this Code.



- d. SLMP Accredited Member Companies shall not permit the use of their name or associate in business ventures with any person or firm that they believe is engaged in fraudulent or dishonest enterprise.
    - e. SLMP Accredited Member Companies shall not aid or abet any unlawful practices of private lake management by a person or firm.
    - f. SLMP Accredited Member Companies having knowledge of any alleged violation of this Code shall report thereon to appropriate professional bodies and, when relevant, also to public authorities, and cooperate with the proper authorities in furnishing such information or assistance as may be required.
  2. SLMP Accredited Member Companies shall perform services only in the areas of their competence.
    - a. SLMP Accredited Member Companies shall undertake projects only when qualified by education or experience in the specific technical fields involved.
    - b. SLMP Accredited Member Companies shall not affix their signatures to any documents dealing with subject matter in which they lack competence, nor to any document not prepared under their direction and control.
    - c. SLMP Accredited Member Companies may accept assignments and assume responsibility for coordination of an entire project provided that each technical segment is performed only by the qualified SLMP Accredited Member Companies who is qualified in performing that technical segment.
  3. SLMP Accredited Member Companies shall issue public statements only in an objective and truthful manner.
    - a. SLMP Accredited Member Companies shall be objective and truthful in professional reports, statements, or testimony. They shall include all relevant and pertinent information in such reports, statements, or testimony, which should bear the date indicating when it was current.
    - b. SLMP Accredited Member Companies may express publicly technical opinions that are founded upon knowledge of the facts and competence in the subject matter.
    - c. SLMP Accredited Member Companies shall issue no statements, criticisms, or arguments on technical matters that are inspired or paid for by interested parties, unless they have prefaced their comments by explicitly identifying the interested parties on whose behalf they are speaking, and by revealing the existence of any interest the SLMP Accredited Member Company may have in the matters.
  4. SLMP Accredited Member Companies shall act for each client as faithful agents or trustees.
    - a. SLMP Accredited Member Companies shall disclose all known or potential conflicts of interest that could influence or appear to influence their judgment or the quality of their services.
    - b. SLMP Accredited Member Companies shall not accept compensation, financial or otherwise, from more than one party for services on the same project, or for services pertaining to the same project, unless the circumstances are fully disclosed and agreed to by all interested parties.



- c. SLMP Accredited Member Companies in public service as members, advisors, or employees of a governmental or quasi-governmental body or department shall not participate in decisions with respect to services solicited or provided by them or their organizations.
  - d. SLMP Accredited Member Companies shall not solicit or accept a contract from a governmental body on which a principal or officer of their organization serves as a member.
5. SLMP Accredited Member Companies shall avoid deceptive acts.
- a. SLMP Accredited Member Companies shall not falsify their qualifications or permit misrepresentation of their or their associates' qualifications. They shall not misrepresent or exaggerate their responsibility in or for the subject matter of prior assignments. Brochures or other presentations incident to the solicitation of employment shall not misrepresent pertinent facts concerning employees, associates, joint venturers, or past accomplishments.
  - b. SLMP Accredited Member Companies shall not offer, give, solicit, or receive, either directly or indirectly, any contribution to influence the award of a contract by public authority, or which may be reasonably construed by the public as having the effect or intent of influencing the awarding of a contract. They shall not offer any gift or other valuable consideration in order to secure work. They shall not pay a commission, percentage, or brokerage fee in order to secure work, except to a bona fide employee or bona fide established commercial or marketing agencies retained by them.

### **III. Professional Obligations**

- 1. SLMP Accredited Member Companies shall be guided in all their relations by the highest standards of honesty and integrity.
  - a. SLMP Accredited Member Companies shall acknowledge their errors and shall not distort or alter the facts.
  - b. SLMP Accredited Member Companies shall advise their clients when they believe a project will not be successful.
  - c. SLMP Accredited Member Companies shall not attempt to attract a professional from another SLMP Accredited Member Company by false or misleading pretenses.
  - d. SLMP Accredited Member Companies shall not promote their own interest at the expense of the dignity and integrity of the profession.
- 2. SLMP Accredited Member Companies shall at all times strive to serve the public interest.
  - a. SLMP Accredited Member Companies are encouraged to participate in civic affairs; career guidance for youths; and work for the advancement of the safety, health, and well-being of their community.
  - b. SLMP Accredited Member Companies shall not participate in projects that are not in conformity with applicable private lake management standards. If the client



- insists on such unprofessional conduct, they shall notify the proper authorities and withdraw from further service on the project.
- c. SLMP Accredited Member Companies are encouraged to extend public knowledge and appreciation of private lake management and its achievements.
  - d. SLMP Accredited Member Companies are encouraged to adhere to the principles of sustainable water resource management<sup>1</sup> in order to protect the environment for future generations.
3. SLMP Accredited Member Companies shall avoid all conduct or practice that deceives the public.
    - a. SLMP Accredited Member Companies shall avoid the use of statements containing a material misrepresentation of fact or omitting a material fact.
    - b. Consistent with the foregoing, SLMP Accredited Member Companies may advertise for recruitment of personnel.
    - c. Consistent with the foregoing, SLMP Accredited Member Companies may prepare articles for the lay or technical press, but such articles shall not imply credit to the author for work performed by others.
  4. SLMP Accredited Member Companies shall not disclose, without consent, confidential information concerning the business affairs or technical processes of any present or former client or public body on which they serve.
    - a. SLMP Accredited Member Companies shall not, without the consent of all interested parties, promote or arrange for new practice in connection with a specific project for which the SLMP Accredited Member Company has gained particular and specialized knowledge.
    - b. SLMP Accredited Member Companies shall not, without the consent of all interested parties, participate in or represent an adversary interest in connection with a specific project or proceeding in which the SLMP Accredited Member Company has gained particular specialized knowledge on behalf of a former client or employer.
  5. SLMP Accredited Member Companies shall not be influenced in their professional duties by conflicting interests.
    - a. SLMP Accredited Member Companies shall not accept financial or other considerations, including free private lake management work, from material or equipment suppliers for specifying their product.
  6. SLMP Accredited Member Companies shall not attempt to obtain employment or advancement or professional engagements by untruthfully criticizing other SLMP Accredited Member Companies, or by other improper or questionable methods.
    - a. SLMP Accredited Member Companies shall not request, propose, or accept a commission on a contingent basis under circumstances in which their judgment may be compromised.
  7. SLMP Accredited Member Companies shall not attempt to injure, maliciously or falsely, directly or indirectly, the professional reputation, prospects, practice, or employment of other SLMP Accredited Member Companies. SLMP Accredited Member Companies



who believe others are guilty of unethical or illegal practice shall present such information to the proper authority for action.

- a. SLMP Accredited Member Companies shall not review the work of another SLMP Accredited Member Company for the same client, except with the knowledge of such SLMP Accredited Member Company, or unless the connection of such SLMP Accredited Member Company with the work has been terminated.
8. SLMP Accredited Member Companies shall accept personal responsibility for their professional activities, provided, however, that SLMP Accredited Member Companies may seek indemnification for services arising out of their practice for other than gross negligence, where the Company's interests cannot otherwise be protected.
- a. SLMP Accredited Member Companies shall conform with state registration laws in the practice of private lake management activities.
  - b. SLMP Accredited Member Companies shall not use a "relationship of association" with a non-SLMP Accredited Member Company, a corporation, or partnership as a "cloak" for unethical acts.
9. SLMP Accredited Member Companies shall give credit for private lake management work to those to whom credit is due, and will recognize the proprietary interests of others.
- a. SLMP Accredited Member Companies shall, whenever possible, name the person or persons who may be individually responsible for successful project completion or other accomplishments.
  - b. SLMP Accredited Member Companies using project specifications supplied by a client recognize that the designs remain the property of the client and may not be duplicated by the Company for others without express permission.
  - c. SLMP Accredited Member Companies shall continue their professional development throughout their careers and should keep current in their specialty fields by engaging in professional practice, participating in continuing education courses, reading in the technical literature, and attending professional meetings and seminars.

**Footnote 1** "sustainable water resource management" is the challenge of meeting human needs while conserving and protecting environmental quality and the natural resource base essential for future generations.