










# IDAHO TOWING ASSOCIATION, INC.

## CODE OF ETHICS

AS A MEMBER OF THE IDAHO TOWING ASSOCIATION YOU AGREE TO CONDUCT YOURSELF AND YOUR BUSINESS FOLLOWING THE CODE OF ETHICS SET BY THE ITA. BELOW IS THE CODE OF ETHICS MEMBERS MUST ADHERE TO:

-  TO SHOW MY FAITH IN THE WORTHINESS OF MY PROFESSION BY UPHOLDING HIGH STANDARDS, HONOR, AND A HIGH DEGREE OF INTEGRITY
-  TO PROVIDE THE GENERAL PUBLIC WITH THE BEST POSSIBLE SERVICE AND TO PROMOTE A SENSE OF PERSONAL OBLIGATION TO EACH INDIVIDUAL CUSTOMER.
-  TO COMPLY WITH ALL FEDERAL, STATE, COUNTY, AND CITY LAWS AND REGULATIONS.
-  TO AID MY FELLOW INDUSTRY MAN OR WOMAN IN TIME OF NEED AND NOT TO DO ANYTHING WHICH CONCEIVABLY MIGHT INJURE THE REPUTATION OF MY COMPETITORS.
-  TO SEEK SUCCESS AND TO DEMAND FAIR REMUNERATION THAT IS JUSTLY DUE BUT ACCEPT NO PROFIT AT THE PRICE OF MY OWN SELF-RESPECT LOST BECAUSE OF UNFAIR ADVANTAGE TAKEN OR QUESTIONABLE ACTS ON MY PART.
-  TO PROMOTE FRIENDLY AND COOPERATIVE ATTITUDES TO ALL MEMBERS OF THE ASSOCIATION.
-  TO PROVIDE THE PUBLIC WITH ADEQUATE EQUIPMENT WHICH IS KEPT AS CLEAN AND NEAT AS POSSIBLE AND TO TRAIN MY DRIVERS TO BE POLITE AND COURTEOUS DURING PUBLIC CONTACT.
-  TO ENCOURAGE THE AMERICAN FREE ENTERPRISE SYSTEM.
-  TO EMPLOY TRUTH AND ACCURACY IN ADVERTISING AND SOLICITING, AND TO NOR ANY COMMITMENTS MADE IN THE COURSE OF BUSINESS.

## MISSION STATEMENT

IDAHO TOWING ASSOCIATION WAS ESTABLISHED TO PROMOTE SAFETY AND ASSIST THE TOWING INDUSTRY BY ADVOCATING WITH GOVERNMENT AGENCIES ON A STATE AND LOCAL BASIS. IT IS OUR GOAL TO UNITE MEMBERS OF THE TOWING INDUSTRY IN EFFORT TO PROVIDE SUPPORT, ASSISTANCE AND IMPROVE THE PROFESSIONAL IMAGE WITH THE GENERAL PUBLIC.