

CODE OF CONDUCT ARKANSAS FESTIVALS & EVENTS ASSOCIATION

The Arkansas Festivals & Events Association Code of Professional Conduct and Ethics has been established to encourage, promote and ensure that its members and the industry itself represent and project the highest standards of ethical and professional conduct in the promotion and presentation of festivals and special events. The Arkansas Festivals & Events Association code of conduct has been adopted from the IFEA code of standards and ethics.

Code of Professional Responsibility Preamble

The Arkansas Festivals & Events Association ("AFEA") is a voluntary association of events, event producers, event suppliers, and related professionals and organizations whose common purpose is the production and presentation of festivals, events, and civic and private celebrations. At our core is a commitment to the belief that festivals, events and civic celebrations are at the foundation of characteristics that distinguish human communities and interaction. Civic events promote civic pride, culture, heritage and community. The future development of our communities and world depend in part on the existence of these celebratory events.

No code or set of rules can be framed which will particularize all the duties and principles of festival and event professionals. The following principles and guidelines are a general guide adopted by the membership of the Arkansas Festivals & Events Association and are intended to provide a framework for professional behavior, ethical conduct and conflict resolution.

The Industry's Role in Society

Principle/Standard #1: Members shall ascribe to and promote the Mission and Ends of the Arkansas Festivals & Events Association, including:

- a. the Association's commitment to articulation of the value of events and celebrations to society;
- b. the recognition of festival and events management as a profession;
- c. the Association's commitment to its Members' professional knowledge and awareness of industry issues and trends;
- d. Member compliance with professional standards and ethical conduct.

Principle/Standard #2: Members shall use any and all opportunities to improve the public's understanding of the role that festivals and events play in their community and in society.

Consideration #1: Over the last half of the 20th Century, the act and requirements of production of festival and civic events of the highest caliber have required the development and establishment of professional standards. As such, Members should aggressively seek to acquire for themselves and their colleagues professional development and training, and support the like development of others within the industry.

Consideration #2: Public knowledge of the value of the festival and event industry and its many professionals is an essential means of promoting and celebrating the industry's role in and importance to human society. Members should be generous and proactive in the dissemination of information about the industry and its professionals. Members should be generous in personal and organizational time in the support of the profession and the Association. Members should be generous in personal and organizational time in the support of the development of students and young professionals aspiring to work in the industry.

Principle/Standard #3: Members shall assist in maintaining the integrity and competence of professionals in the festival and event industry.

Consideration #1: Event professionals and organizations, and their activities and actions, are clearly and constantly within the eye of the public. As such, Members should take such action as necessary to ensure that their relationships with sponsors, vendors, employees, volunteers, media and the public at-large are made with the highest professional quality and ethical standards in mind.

Consideration #2: Event professionals and organizations should engage in enterprises for which they are qualified, and avoid undertakings that require a competency that they do not have, or cannot reasonably acquire. Where a member takes on a project outside his/her competency, he/she should disclose this to the client or customers and represent to the same the manner and means he/she will use to obtain the necessary skills or resources to perform at a high level of competency.

Consideration #3: No member shall in performance of professional duties engage in any wrongdoing, corruption, financial impropriety or illegal act. Similarly, members should seek to avoid all acts of wrongdoing, impropriety, or illegality, whether in the course of business or in private life, which if disclosed, would serve to embarrass, impair or jeopardize the event or

organization he/she represents or serves. Because of the "public" mission and nature of our industry and our dependence, in part on public trust and support, Members, like members of the legal profession, are charged with the responsibility to "avoid the perception of wrongdoing."

Consideration #4: The activities of members and their organizations shall be conducted in accordance with all applicable laws federal, state and local. Members who become aware of organizational wrongdoing shall have an implied duty to take corrective action and/or to advise the organization and its officials to do likewise.

Remedial Action: The Association, through action by a 2/3-majority vote of its Board of Directors, may agree to consider gross violations of the foregoing rule and considerations (Principle/ Standard #3 and Considerations #1-4). After consideration, by whatever procedure the Board of Directors shall choose, it may:

- A. Dismiss the charge.
- B. Issue a formal reprimand to the Member.
- C. Refuse to grant membership, or revoke and/or refuse to renew the Member's membership.

Principle/Standard #4: Members shall embrace and promote the highest standards of human resource training and management.

Consideration #1: In its development as an industry, festival and special event organizations and professionals must establish the highest standards of professional hiring, employment and development. As such, members should take such action as necessary to ensure that they, as individuals and organizations, establish and practice ethical hiring, termination and discipline practices for employees and associates. At a minimum, members and member organizations shall operate in compliance with all federal, local and state laws concerning the hiring, promotion, and discipline of employees. Because of the industry's commitment to social and community development, members and member organizations should take every reasonable opportunity to ensure and encourage the diversity of their membership, and employee and volunteer base.

Consideration #2: Members and member organizations should take such action as necessary to comply with federal, state, and local Equal Opportunity Employment laws and to avoid the practice and tolerance of discrimination based on race, creed, national origin, age, handicap, political affiliation, sex, sexual orientation, religion, parental or military status, veteran status, or disability. At a minimum, members and their organizations shall comply with all laws applicable to the jurisdiction(s) in which they conduct business.

Remedial Action: The Association, through action by a 2/3-majority vote of its Board of Directors, may agree to consider gross violations of the foregoing rule and considerations (Principle/Standard #4 Considerations #1 and #2), provided that no Board action shall be deemed appropriate unless a court of appropriate jurisdiction shall have found such member or member organization in direct violation of law related to the foregoing. After consideration, by whatever procedure the Board of Directors shall choose, it may:

- A. Dismiss the charge.
- B. Issue a formal reprimand to the Member.
- C. Refuse to grant membership, or revoke and/or refuse to renew the Member's membership.

Consideration #3: Professional development of every professional working in the festival and events industry is essential to the future development, growth and maintenance of a healthy industry. As such, Members and Member organizations shall engage in and embrace plans of education and professional training and development that improves and empowers the professional abilities and performance of its employees and members.

Principle/Standard #5: Members shall practice and ensure the highest standards of safety and professionalism in the conduct of business affairs.

Business Standards and Practices

Consideration #1: Because the safety and well being of participants is fundamental to the festival and event industry, Members and their organizations should constantly make event and participant safety a primary concern in the performance of services and the conduct of business affairs. Development of safety plans, awareness of safety technologies, periodic review of safety measures, and appropriate and prompt remedial action for known or reasonably anticipated potential hazards and risks shall be a part of a Member's standard planning and operational practices.

Consideration #2: Members shall at all times have in place or cause their business organization to have in place and full force adequate policies of insurance and protection from injury, liability, fraud, and misconduct and harm caused by its events and activities or by its board of directors, staff, volunteers or organization.

Principle/Standard #6: Members shall not engage in any conduct that involves legal fraud, commission of a crime or violation of law.

Consideration #1: Because the public nature of the work performed by our industry, members should disclose to their Board of Directors, members, volunteers, sponsors and organizers, any personal conduct which resulted in conviction for the commission of any felony criminal violation or crime of moral turpitude, whether occurring prior to or during employment in the festival and events industry.

Remedial Action: The Association, through action by a 2/3-majority vote of its Board of Directors, may agree to consider gross violations of the foregoing rule and consideration (Principle/Standard #6, Consideration #1), provided that no Board action shall be deemed appropriate unless a court of appropriate jurisdiction shall have found such member or member organization in direct violation of law related to the foregoing. After consideration, by whatever procedure the Board of Directors shall choose, it may:

- A. Dismiss the charge.
- B. Issue a formal reprimand to the Member.
- C. Refuse to grant membership, or revoke and/or refuse to renew the Member's membership.

Consideration #2: Because the success of Member event and activities depend inherently on the reasonable assumption of public trust of the Member's adequacy of planning and control, Members should take such action as necessary to avoid the perception of wrongdoing on the part of themselves and their organizations. Even where no violation of law technically exists, Members shall strive to conduct their business in a manner that is above reproach and gives the appearance of appropriateness to the general public.

Principle/Standard #7: Members shall represent and deliver their business commitments in an honest and complete manner. Members should avoid conflicts of interest that undermine the generally accepted business practices and ethical business conduct. Members shall make every reasonable effort to resolve business disputes with clients, other Members, sponsors and others in a fair and professional manner.

Consideration #1: The reliability of members and member organizations to perform and deliver successful festival and civic events, projects and other professional undertakings is essential to a healthy industry and Association. As such, Members and Member organizations should avoid the misrepresentation of their professional abilities and/or resources. Members should not engage in or undertake any venture, project, or business relationship for which he/she is unqualified or for which he/she lacks the financial or professional wherewithal to perform. Members shall deliver, at a minimum, the contracted for or promised results. Members shall take special care to avoid promising or committing to deliver, without appropriate disclosure to clients and sponsors, results that cannot reasonably be delivered or are purely speculative in nature.

Consideration #2: Avoidance of conflict and prompt, fair and appropriate conflict resolution are essential to earning and maintaining the respect of any business professional, and a fundamental commitment of the Association and its Members. Members shall constantly strive to avoid business and professional conflicts and to seek to promptly, aggressively, fairly and equitably resolve such matters as they arise.

Remedial Action: The Association shall be a repository for alleged violations of the foregoing rule and considerations (Principle/Standard #7, Considerations #1 and #2). The Association, through action of the President shall maintain a file of all written complaints made by any person concerning a member of the Association. Upon receipt of such a complaint, the Member(s) involved shall be notified promptly and given the opportunity to provide a written response to the allegation, both of which documents shall become a part of the Member's official membership records for a period of five (5) years. Such records shall be available to persons making an inquiry as to or about a Member's standing in the Association. No such disclosure shall be made:

- A. prior to a Member having a 30-day opportunity to respond after provision of written notice of the complaint; &
- B. without simultaneous notice to the Member of the request for disclosure and the contents of such disclosure.
- C. if the Member and the person/entity making the complaint shall have in writing requested that the documents relating to the allegations (and the Member's response) be removed from the records of the Association.

The Association, by act of its President or Board of Directors, shall not be authorized, based upon Consideration #1 or #2 above, make any finding, provide any opinion, or take any Remedial Action base solely upon the filing of such a complaint. Notwithstanding the foregoing, the Board of Directors may take such other action as it shall be deem appropriate, necessary and provided for based upon another authorized provision of the Code of Professional Conduct and Ethics.

Consideration #3: Conflicts of interest can occur regarding Member's personal business affairs, relationships with organizational board members, sponsors, volunteers, suppliers and organizers. While conflicts of interest are not always avoidable, Members should seek to avoid any conflict that shall prompt the reasonable person to deem to be, or may result in, an inappropriate professional business advantage for the Member or organization. When in doubt, Members should disclose such conflicts, or potential conflicts, with all relevant parties, including the Member's supervisor or board of directors, prior to engaging in the relationship in question.

Consideration #4: Members shall seek to avoid conflicts of interest in their dealing with the International Festivals & Events Association. In addition, Members shall not overstate or misstate their status or relationship with the Association. As such, members shall not, without the express written authorization of the Association, represent an endorsement of its products or services by the Association.

Limitations of Applicability

This Code of Professional Responsibility is a self-governance tool of the Arkansas Festivals & Events Association. All of the foregoing represents general rules and guidelines adopted by the Arkansas Festivals & Events Association intended to create a standard and frame of reference for the conduct of business affairs by its Members. The Code is further intended to be a guide and frame of reference for any other person or organization engaged in or considering engagement in the profession of the planning and presentation of festivals and events. Except as specifically provided for within this document, neither the Association nor its Board of Directors may take any remedial or other disciplinary action pursuant to this Code. It is further the specific intent that this Code not be used to establish any statutory, legal or implied right, precedent, or legal obligation related to any Member's conduct in any matter before a court of law.

Ethics Violation Complaint Procedure

AFEA Ethics Violation Complaint form can be filled by any person or association regarding an existing and or future AFEA member (Accused). Complaint will be filled out on an AFEA Ethics Violation Complaint form (to be drafted). Complaint should be sent to AFEA President in confidence.

Complaint to be reviewed by the AFEA President for:

- A. Has this complaint been attempted to reconcile, before the complaint was filed? Letters, documents, correspondence, attachments to the complaint form are to be included with the original complaint
- B. Valid and complete information
- C. Complaint verified
- D. Accused is a current AFEA member
- E. Worthy to advance to Board or Ethics Committee level

AFEA President then:

- A. Acknowledges complaint to sender (Complainant).
- B. Sends copy of complaint to the AFEA member (Accused) with a request for information. Accused to fill out second part of AFEA Ethics Violation Complaint Form within thirty (30) days of receipt of complaint and return to the AFEA President.

AFEA President reviews response and recommends one or more of the following to the parties:

- A. Complaint is not valid and dismissed.
- B. Complaint is valid and recommends that the 2 parties attempt a compromise and resolution on their own.
- C. The Board or standing Ethics Committee hears this complaint at the next available board meeting or by teleconference.

AFEA Board or Ethics Committee reviews the complaint, gathers additional information and recommends one of the following:

- A. Complaint is dismissed without prejudice.
- B. Complaint is valid and a written warning and recommendation is issued to the Accused.
- C. The Accused AFEA membership is revoked and refunded any pro rata membership dues. If the accused is a part of an organization, then that individual member of that organization is then revoked.
- D. The Accused can reapply for membership, to the AFEA Board, within twelve (12) months after this decision.

NOTES:

Innocent until proven guilty integrity must be upheld to the fullest.

Until a final decision is reached, all information, discussions and procedures are held in strict confidence between the AFEA President and Board only.

I pledge to follow the code of conduct and ethics set forth by the Arkansas Festivals & Events Association.

AFEA Board Member

Date