

Red Bank Business Alliance Code of Conduct

The success of The RBBA is dependent on the trust and confidence we earn from our fellow business owners, River Center and its Board and Borough Council. We gain credibility by adhering to our commitments, displaying honesty and integrity and reaching organizational goals solely through honorable conduct.

When considering any action, it is wise to ask:

- Will this build trust and credibility for RBBA?
- Will it help foster relationships in which RBBA can succeed over the long term?
- Is the commitment I am making one I can follow through with?

The only way we will maximize trust and credibility is by answering “yes” to those questions and by working to build trust and credibility.

RBBA’s commitment to integrity begins with complying with laws, rules and regulations where we do business. Further, members must have an understanding of RBBA By Laws.

RBBA is a highly diverse organization of business owners in our community, and from time to time, members may be approached by reporters and other members of the media. In order to ensure that we speak with one voice and provide accurate information about RBBA, direct all media inquiries to the RBAA President and Public Relations Committee. No one may issue a press release without the consent of the RBBA President.

The Code of Conduct is a guide to appropriate organizational behavior. It will help us to make the right decisions if we are not sure how to respond to a situation. The Code of Conduct applies to everyone.

RBBA will investigate all reported instances of questionable or unethical behavior. In every instance where improper behavior is found to have occurred, the organization will take appropriate action. We will not tolerate retaliation against members who raise genuine concerns in good faith.

To confirm that each of us understands and accepts responsibility for abiding by the RBBA Code of Conduct, every member is required to read this Policy and agree to the terms herein. By agreeing, this document becomes permanent record.