

CODE OF ETHICS - CATE

Mission Statement:

The Canadian Association of Travel Entrepreneurs is a grassroots volunteer-based networking organization that has been formed by Canadian Travel Entrepreneurs. We are united by one thing – being leaders and owners in the travel agency community in Canada. Membership is inclusive of retail brick and mortar storefront travel agency owners, OTA owners, and home-based owners. Members must be classified as a dedicated full-time travel agency owner and not an employee or part-time hobbyist.

We focus our efforts on these key result areas:

1. **Unity:** We are passionate, forward-thinking travel entrepreneurs and leaders in Canada. We may be in different boats but we're in the same storm. Here, we unite our advocacy efforts.
2. **Connection:** We engage in regular Zoom meetings, micro-WhatsApp groups, and in-person travel conferences that will help us connect, engage, learn, teach, and nurture our skills in being the very best industry leaders in Canada.
3. **Improvement:** As they say, "if you're the smartest person in the room, you're in the wrong room." In our group, we openly share best ideas and practices that contribute and help each other grow and improve our businesses.
4. **Prosperity:** Opportunities in bench-mark financing, financial reviews, and sharing advice on enhancing the bottom-line is our end-goal. Our focus is being the top and most profitable travel business owners in Canada.
5. **Education and Leadership:** We plan to bring on the best influencers, motivational speakers, and leaders to share their knowledge, expertise and experiences and to pass down this to the next generation of travel entrepreneurs.

As a CATE member, you agree to;

Lead with integrity: You operate your business with integrity and treat other members, vendors, and business associates with respect. You have never been banned by a vendor or are liable for any outstanding debts. You are in good standings with all suppliers including tour operators, cruise lines, hotels, airlines, and transportation companies.

Get involved: You recognize that CATE is 100% dependent on volunteers and that it is this act of selflessness and contribution that this group and its members will thrive. You agree to participate in group discussions, mentor a new travel entrepreneur, join a committee and/or find other ways to give back to others through our association.

Share: You have a wealth of knowledge and expertise and agree to share best practices, tips and advice with other members to help them improve and progress our industry to a new level.

You agree to be helpful and supportive to other members in reaching their own personal and professional goals.

Be dependable: You will make your best efforts to attend and be engaged in meetings and follow through on the actions or tasks that you have volunteered to do.

Accountability: You agree to act as an accountability partner to other members of the group to help aid them in improving their businesses and meeting their own goals and you agree to be accountable in implementing the same for your own business.

Be open, honest, vulnerable and supportive: You will contribute to creating a community where all members feel comfortable in speaking openly about any topic including business, personal issues, industry or economic concerns. You agree to be supportive, compassionate and understanding and share similar experiences. It is in this sharing that helps creates thicker bonds and knowing that we're not alone.

Respect: You will treat all other members with dignity and respect. We have a zero-tolerance policy on discrimination, harassment or abuse of any type.

Uphold the law: All members at all times will uphold the law in our personal lives, in our communities, and in our businesses.

Not to poach: You agree not solicit or poach other member's employees, agents or independent contractors at any time.

Non-disclosure: You will not disclose or share any material, non-public information, discussions nor intellectual property including the business operations, financial condition, results of operations or development plan with respect to CATE or it's members. This applies to all forms of communication including, but not limited to, meetings, presentations, shared drives, Facebook or WhatsApp groups, online forms, proposals or other.

By signing below, Member acknowledges and confirms that Member has read, understands the full contents of and agrees to the entirety of this Agreement. The parties agree that they have the intent, in fact, to sign this Agreement and further consent to use and accept electronic signatures.

Member Signature

Member Name (printed)

Member Company

Date