

# **Ambassador Code of Ethics**

October 11, 2010

The appointment of a member of BMW MOA to the special status of Ambassador is intended to be an honor, and one that comes with some responsibilities. By acceptance of appointment to Ambassador status, such members are expected to acknowledge these responsibilities, and pledge to make their best effort to uphold them.

An Ambassador is appointed in part because of past loyal and sustained constructive efforts on behalf of the BMW MOA. There is a reasonable expectation that they will continue to make ongoing contributions in a positive way, to benefit BMW MOA, its affiliated Clubs, and its members.

An Ambassador is, by virtue of the honorary status bestowed upon them, visible and outstanding in the public eye and in the eyes of BMW MOA members. Ambassadors are appointed with the reasonable expectation that their public actions or words will not bring discredit or distress to BMW MOA and/or its affiliated clubs.

Ambassadors are expected to fairly represent their opinions and the opinions and objections of BMW MOA members to the BMW MOA staff and Board of Directors, without unduly publicly discrediting BMW MOA to its members or to the public.

Upon acceptance of appointment to the special status of Ambassadors, these members carry a special responsibility to act and speak to the general benefit of the BMW MOA and its affiliates. The rules by which the Board of Directors of BMW MOA select and appoint Ambassadors also provide for the revocation of that designation, without recourse, if an Ambassador demonstrates an unwillingness and/or inability to maintain the responsibilities and decorum as above. Failure to abide by the above procedures may lead to the revocation of the Ambassador designation by the Board of Directors. Both the selection of members to become Ambassadors, and any decision to revoke the designation of any member as an Ambassador are and shall be at the sole discretion of the duly elected Officers and Board of Directors.

NOTE: Procedures for the designation and revocation of Ambassadorships are set forth in the Policies of the Board of Directors. They are not and should not be repeated in this document. This report of this committee recommends that the BMW MOA Board of Directors, at their discretion, make a diligent effort to resolve issues which could jeopardize an Ambassador's special class of membership, as per the Code of Ethics, above.