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## WESTERN PENSION & BENEFITS CONFERENCE: GUIDELINES FOR MEMBER CONDUCT

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The Western Pension & Benefits Conference (WP&BC) believes that pension and benefits professionals have a duty to maintain a high level of technical competence and integrity. To this end, a member of WP&BC should:

- Act with integrity, competence, dignity and in an ethical manner when dealing with the public, clients, prospects, employers, employees and fellow members.
- Practice and encourage others to practice in a professional and ethical manner that will reflect credit on members and the pension and benefits profession in general.
- Strive to maintain and improve their competence and the competence of others in the profession.
- Use reasonable care and exercise independent professional judgment.

These Guidelines for Member Conduct (Guidelines) identify certain ethical standards by which all members of the WP&BC should abide.

### 1. COMPLIANCE

A WP&BC member should be knowledgeable about these Guidelines, keep current with Guideline revisions and abide by their provisions.

Laws and regulations may impose binding obligations on a benefits professional. Where the requirements of law or regulation conflict with these Guidelines, the requirements of law or regulation take precedence.

A WP&BC member should not knowingly participate or assist in any violation of the Guidelines or applicable laws and regulations.

### 2. PROHIBITION AGAINST PLAGIARISM

A WP&BC member should not copy or use, in substantially the same form as the original, material prepared by another without acknowledging and identifying the name of the author, publisher, or source of such material. Members may use, without acknowledgment, factual information published by recognized financial, tax and statistical reporting services or similar sources.

### 3. USE OF WP&BC MEMBER DATABASE

A WP&BC member may use the WP&BC Member Database to obtain contact information for other members, provided that the member has a specific purpose for contacting the other member, and that the member reasonably believes that the other member will welcome the contact. Contact information includes telephone numbers, e-mail addresses, and physical mailing addresses. A WP&BC member shall not use the WP&BC Member Database to conduct broad-based solicitations for services, product sales, advertisements, employment opportunities, or any other purpose.

A WP&BC member shall not publish contact information from the WP&BC Member Database, or otherwise disseminate the Database to any individual or organization that is not a member of WP&BC. A member who violates this guideline shall be subject to disciplinary procedures, which may include expulsion from the WP&BC.

### 4. OBLIGATIONS WITH RESPECT TO POSSIBLE VIOLATIONS OF GUIDELINES

A member should respond promptly in writing to any letter received from a person duly authorized by WP&BC to obtain information or assistance regarding possible violations of these Guidelines.