



# Our Values

## In Service Through Friendship

Foster friendship to promote professionalism and mentor young members.

## The Guest Comes First

Create memorable experiences for guests and they will return and bring others.

## The Network

Share information and communicate with members from around the world. This collaboration is our most powerful tool.

## Integrity and Respect

Your word is your bond. Be honest and fair in all circumstances.

## Strive for Excellence

Exceed expectations and embrace the highest standards of service.

## Discretion

Always respect and protect the identity and confidentiality of all guests.

## Lead by Example

Take charge. Accept responsibility.

