
PRINCIPLES

- Our customers' needs will be continuously anticipated and met (i.e. Customer focused rather than customer driven).
- Our market focus for products and services is weighted as follows:
 - Greatest weight on intermediate level
 - Nearly as much weight on basic level
 - Much less weight on advanced level.
- Focus on a few key things.
- Balance short-term and long-term efforts.
- Value diversity (including geographical and occupational) of our membership.
- Be proactive.
- Recognize we exist for our customers.
- View statistics from the broad perspective of quality management.
- Apply Statistical Thinking ourselves; that is, practice what we preach.
- Uphold professional ethics.
- Continuously improve.