



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.**