



New Member Welcome Pack

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Message from our Founder

When I formulated the idea of High Ideals, it was with the core intention of ensuring that those people who make a concerted effort to create a positive business experience for clients, suppliers, colleagues and the broader society in which they operate are well connected, supported and promoted. You therefore have my *personal commitment*, as the Managing Director of this association, to do whatever I can to promote you and help provide you with opportunities to connect with the right people. I am fortunate to have a strong management team who are committed to the High Ideals vision and mission, and are supporting me to meet that objective and helping meet my personal commitment to you.



We are here to serve those who serve.

This Welcome Pack provides you with all the information you will need to make the most of your membership with High Ideals. We have included resources that explain how we, as an organisation, will meet my commitment to you. Please take a moment now to look through the information, and do not hesitate to contact any of our management team members if you have any questions.

We are committed to providing a quality experience for all members, so if you have any feedback regarding our organisation or any of the processes you have experienced – good or bad – we would love to hear from you. You'll find my contact details, along with our Director of Training, Research and Development and our Quality Assurance Manager on the last page of the pack.

May the value you receive from your membership in High Ideals outweigh your investment a hundred times over, and may you have a long and rewarding association within this very special business community. I look forward to meeting you at a High Ideals gathering sometime in the near future.

With positive regards,



Karina Butera, PhD, BA(Hons), ACC, LCA, FHI
Founder and Managing Director

Making the most of your High Ideals membership



Upload Your Profile (for Promotional Members only)

Loading your profile onto the High Ideals website is a must to allow other High Ideals members to hear, see and get a feeling for who you are. Remember that having a good photograph on your profile will say something about you and draw the right people to you.

To upload your profile on the directory:

- ✓ Go to the website (www.high-ideals.com).
- ✓ Log in to the *Members Only* section (you would have created your password when you put through your application; if you have forgotten it, click 'forgot my password' and a prompt will be sent to your email address).
- ✓ Click on 'Edit my Profile'
- ✓ Choose 'key words' that you want to be linked to the directory (ie: if you are a builder, you might type in 'builder', 'construction', 'homes', 'trades') – make sure you include details such as your location, so that if a person is searching by state or city, they will find you.
- ✓ Enter your contact details and a brief description of what you do, what sort of clients you work with and what makes you unique in your profession.
- ✓ Upload a photo of yourself.
- ✓ When you have completed, click 'Save Changes' and log out of the Member Only section of website.

Once your profile is loaded you will automatically be featured in our Member Directory, that anyone visiting the High Ideals website will have access to.

You will also be put into the 'featured member' pool. Our website is programmed to randomly select a different member each time the home page is clicked on. This means, if we have 100 members, every hundred clicks, your photo and a link to your profile will be featured on the home page of the website, giving you added exposure.

Tip: make sure you think carefully about what you put on your profile because it is your opportunity to say exactly what you want and attract the ideal people to yourself. Please note that we have an important proviso: anything you say about yourself must reflect the High Ideals values, in particular integrity – so be sure to be honest and clear about what you offer and be sure that you are capable of delivering on your promises. Our management team reserve the right to withdraw your profile, and request you amend it if there is content that is questionable or if we receive feedback that raises concerns about your ability to commit to what you promote about yourself.



Advertise High Ideals Exclusive Special Offer(s)

From the *Members Only* section of the website you can also enter any special offers you may like to provide to other High Ideals members. Special offers are a great way to attract people to your products and services. You will make a bigger impact if you change them regularly, which will give members the chance to keep people coming back for more. If you enter a special offer, it will randomly be displayed on the home page of the website, along with other members' special offers.

Please note the special offers you promote on our website are exclusively for High Ideals members only.

You may also like to use the *Member Newsletter* as a way of advertising special offers, upcoming events or other points of interest to our members. If you wish to share information with the membership about something that you will make no profit from, and that you truly think will be of high interest, please forward the information to editor@high-ideals.com.au. If the content is approved, we will include this for free.

If you wish to advertise a product or service to High Ideals members, there are guidelines and a small fee payable. For further information, see 'Newsletter Advertising Guidelines' later in this Welcome Pack.



Proudly display your High Ideals Membership

To have successfully completed your membership assessment is something that you should be very proud of. Being a High Ideals member isn't just being part of another business network; the difference is that it sets you apart as a business person of distinction. So we suggest that you display your membership in as many ways as possible.

On your wall

We have deliberately designed our High Ideals Membership certificates to be attractive and professional. We encourage you to frame and hang your certificate in a prominent place where clients and suppliers can see it.

On your business cards

Highlight your membership using your High Ideals credentialing letters (MHI for those who joined after 11 June 2009; FHI for founding members) and our membership icon on your business cards. You can download a jpeg of the membership icon from the *Members Only* section of the website. (Founding Members, please contact julie.saunders@high-ideals.com for a 'founding member' icon jpeg).



On your website

If you have a website of your own, we suggest that you make it reflect the fact that you don't just talk values; you enact them consciously and responsibly. Include your membership with High Ideals somewhere on your website, by inserting the High Ideals logo for example, either in your 'About Us' section or 'Our Values' section. You can hyper-link the High Ideals name and/or logo on your site to the High Ideals website, so that your clients are encouraged to visit the High Ideals website. This will increase the chances of your fellow members having exposure. It will also increase the profile of High Ideals in the general business arena. The more hyper-links we have to the High Ideals website, and the more 'cyber traffic' we attract, the better our search engine rankings, and the more probability you will have, as a member, of others learning about High Ideals and finding you. Further, the higher the traffic to and ranking of the High Ideals website, the better your own website rankings will be as a hyperlinked site.



Diarise all Gatherings and Events

We recognise that the contemporary business environment leans towards cyber-communication. Human, face-to-face connection is becoming more scarce in the lives of business people, leading to many of us feeling isolated and missing the stimulation that comes from social interaction. To counter this, we are committed to holding regular in-person gatherings and events for our members.

Gatherings are informal connectworking opportunities, held at a regular time and venue in all cities where we have 20 members or more. We encourage you to attend the gatherings as a way of meeting other members, welcoming new members and building relationships with those who share your values in business.

Other High Ideal members are a valuable collaboration resource with whom you can share ideas, referrals or information and who may even provide you with that much needed product or service. Please see our Connectworking Protocol and ensure you follow the High Ideals guidelines when interacting with other members. Please be mindful of our shared High Ideals goal to stay away from exploiting or badgering those we do business with and to honour our shared goal of serving those who share our values.

Our Events (which are different to the Gatherings) happen less frequently (four times per year), are more formal and serve two purposes:

- ✓ To provide you with an opportunity to meet and connect with other members and like-minded people.
- ✓ To provide you with opportunities to learn and be entertained by guest speakers and entertainers.

At the High Ideal events there will be speakers who will stimulate your thinking and who may have the answer to your issues of the moment. These events can also add to your own personal and professional development.

When High Ideals announces events make it a habit to enter them straight into your diary, which will prevent you from missing out on great speakers and sharing ideas and opportunities with other High Ideals members.

Not only will you have good fun at these events but you just never know what opportunities will come from meeting other likeminded people while connectworking!



Prioritise Reading the Member Newsletter

We are committed to keeping our members abreast of new developments in business that may interest them, the latest news from High Ideals, upcoming events and of the new members that are joining. We realise that time is precious, so our goal is to keep our newsletter brief, interesting, relevant and easy to browse and read.

Our editorial team are constantly on the look out for interesting articles, offers and other resources to send you in the newsletter, enabling you to enhance your Personal and Professional Learning and Development. So make sure you build up a habit of reading through the newsletter when it arrives. There is no need to archive your newsletter, we keep an archive in the *Members Only* section of the website.



Regularly Review our Member Only Resources

On the High Ideals website there are many resources and signposts to other sources of information. There are dozens of articles, templates and tools provided to help you increase your effectiveness and positive impact in your own domain of influence. For example, you'll find resources on:

- ✓ Setting up your business and writing a business plan
- ✓ Effective communication strategies
- ✓ Personal and professional development
- ✓ Using management and quality control systems
- ✓ Creating and maintaining good life balance
- ✓ Developing strong and loyal relationships
- ✓ Ways you can have a positive impact on our planet

These resources are provided to you as part of your membership. So make sure you know your way around the High-Ideals website in order to make the most of your High Ideals membership.

Please feel free to use these resources as much as you like to further your success and positive impact in the business world. We only ask that if you share any of the resources with non-members that you do not alter the original format, including the acknowledgements on these documents. If you wish to use any of the content for broader training within your business, please take the time to connect with the author and our office to gain permission so that they (and we) have a way of measuring their (and our) own impact.



Use the Member Directory

If you are seeking to outsource or acquire the help of a professional, commit to first consulting the member directory so that you support those who, like you, are dedicated to raising the bar in business. The benefits of this are two-fold, first you will have the assurance of knowing that the person you select has successfully completed the High Ideals assessment process so will go out of their way to provide you with the highest standards of integrity and service; secondly, you are adding value to your fellow members by seeking them out.

We recognise that in the early stages of High Ideals' growth you will not always be able to find the person in the industry that you require. Our goal, however, is to have a robust and healthy membership by the middle of 2010 to provide the best possible value to our existing members – so please keep the commitment to check the High Ideals member directory first as it will always be growing and new members will be added to it constantly.



Attain the Global and Environmental Impact Distinction

When you completed your assessment your assessor will have been listening carefully for signs of you having a strong sense of responsibility regarding having a positive impact on the environment and/or having a deep level of commitment to addressing global issues regarding the detrimental effect human beings have had on our flora, fauna and the local populations in resource rich areas. If you were rated at the highest level in this particular category of assessment you will have been awarded the additional credential of the Global and Environmental Impact (G&EI) Distinction. As such, you will have the G&EI icon featured on your profile.

If you were not awarded the G&EI Distinction, you are encouraged to take stock of your current contribution to the planet and make positive changes to improve your personal commitment. We welcome you reapplying for the G&EI Distinction at any time during your membership.



The reassessment of the Environmentally Responsible criteria will be conducted through an interview and supporting reference checks. Our objective is to support you in achieving this distinction if it is important to you. For further information regarding attaining the G&EI Distinction, please visit http://www.high-ideals.com/global_and_environmental_impact.php or contact gary.scholz@high-ideals.com.



Spread the Word!

Clearly the more members we have within our High Ideals community, the more value you will have in your membership, because:

- ✓ You will have more members to select from when searching for service providers.
- ✓ You will have more potential clients who can find you via High Ideals.
- ✓ You will have access to a larger number of special offers.
- ✓ The more members we have, the more likely we are to attract sponsorship and special member offers from outside of High Ideals.
- ✓ The more people who know about High Ideals, the higher our profile will be as a Membership Association of distinction, and the better the credibility our members will have within the general business world.

So be ***part of the change you want to see in the world***, and share your knowledge of High Ideals with others.

- ✓ Encourage them to think critically about the way they conduct themselves in business.
- ✓ Encourage them to use the Member Directory as a valuable and free source of finding service providers that they can rely on to deliver what they promise with integrity, positivity and impact.
- ✓ Encourage those who you feel meet the High Ideal criteria for membership to join the community.
- ✓ Alert our management team to opportunities you see in your own personal and professional community to raise awareness of High Ideals and our mission to improve the way we do business.



Submit Resource Documents

The High Ideals website has a Resources section, part of which is only viewable by members while the rest is available to be accessed by the general public.

While we maintain our commitment to providing substantial member benefits by having our member only section continuously updated with new, relevant and practical documents, we also must include resources to encourage professionals to consider membership with High Ideals. These documents are often designed to aid them in their own High Ideals professional development so that they have a much stronger application when they do choose to apply for membership.

As a member, you are invited to submit resources to the ever-growing library. Our submission guidelines appear on pages 17-19.



Nominate for Honorary Membership (Ambassadors)

As High Ideals members, we value your judgement regarding who else you believe demonstrates High Ideals. We always encourage you to recommend that those people consider membership with High Ideals.

That said, from time to time, we also welcome recommendations from you to our Management Team of exemplary people who might be worth High Ideals considering awarding an Honorary Membership.

The purposes of Honorary Memberships are twofold:

1. To celebrate the remarkable professional attitude, behaviours and actions of someone in business, where those attributes are aligned with the values and assessment criteria of High Ideals. We are highlighting true role models of professionalism.
2. To be an ambassador for High Ideals, helping to raise awareness of the organisation, our values and objectives and of therefore indirectly High Ideals members.

Honorary Membership differs from regular membership (and there are no fees ever for Honorary Members) because we ask them specifically to be Ambassadors and promote High Ideals membership to their networks. Although we appreciate the same behaviour from our regular members, we require this of our Honorary Members.

To access and complete a Nomination Form for someone you wish to recommend for Honorary Membership, please log in to the Member Only area. You'll find the form and instructions there.

Members Rights and Responsibilities/Expectations

Rights	Responsibilities/Expectations
To always be treated with High Ideals values when engaging with any member of High Ideals including the management team.	To work with the High Ideals values constantly in mind.
To be provided with a range of membership benefits, out of which at least some will be ideal to meet my needs from time to time.	To pay any membership fees within the defined payment terms.
To have opportunities made available to me where I might engage with other High Ideals members for professional development and Connectworking.	To uphold the good name of High Ideals in all my activities. To ensure that I connect with a view to 'giving' or sharing in a win/win exchange.
To be able to approach all members.	To respect the right of other team members not to engage with me if they choose not to. To only add members to any database with their permission.
To gain value and benefits from my High Ideals membership.	To keep up to date with High Ideals activities through the website and newsletter on a regular basis.
To have any enquiries, complaints or compliments responded to in a timely and appropriate fashion.	To strive to operate professionally within the High Ideals set of values and to deal responsibly and respectfully with any feedback received regarding my own conduct. To continuously evaluate and aim to improve my attitude, decisions and performance across the High Ideals set of values.
To be promoted through the High Ideals website if I have paid for promotional membership.	To keep my member login and password in a secure place at all times and take responsibility not to disclose this information inappropriately.
To be able to contact High Ideals for assistance when required.	Whenever possible and appropriate, to raise others' awareness of High Ideals by including the distinction I've gained through membership when I promote myself and/or through other opportunities to talk about raising the bar in business.
To use any or all offers made by members and make offers to all members.	To use High Ideals resources appropriately with suitable acknowledgment as appropriate.
To give feedback regarding any High Ideals service and the right to comment on new members.	To respond to High Ideals requests for information related to my membership in a timely fashion.
To refer people and businesses to High Ideals.	To suggest improvements that benefits all members, where identified, to the High Ideals management team.

Connectworking Protocol

Please note that we are a community of like-minded people who are passionate about creating a positive business experience and changing the way business is done. We do not encourage self-serving behaviour, but rather require all members to take a genuine and active interest in getting to know other members with a view to helping them out in whatever way they can.

In some networking groups, members are encouraged to share at a rapid and superficial level, blurting out 'elevator speeches' and shoving cards in as many hands as possible – somewhat like 'speed-dating' for business people. In other networking groups there is talk about not forcing oneself on fellow members, but little regulation.

High Ideals is different. We have firm guidelines that we both ask and expect our members to abide by.

We network to give, not to get!

Please respect the following guidelines of our connectworking protocol:

- ✓ Seek permission before giving a business card to another member.
- ✓ If you are adding members to your mailing list, please gain their consent first.
- ✓ When in conversation, take a genuine interest in what the other member is sharing with you. Be careful to check in with your own conduct; if you catch yourself doing all the talking, or leading conversations towards topics that will help you sell your own product/service, then check yourself and ask the person an inquiring question about them or their business.
- ✓ Use your emotional and social intelligence when engaging with other members. If they appear awkward or uncomfortable with your approach, ask them openly if there are some pointers they can give you about their preferences for how you can interact with them.
- ✓ Foster an altruistic (giving) mindset, having in the forefront of your mind during discussions "how might I be able to help or add value to this person's experience of business right now?"

Please note that we take the connectworking protocol seriously, and expect that all members will naturally observe the protocol, given that all of us have succeeded in qualifying as a High Ideals member.

In the event that a High Ideals member behaves in a way that causes another member to consider them in breach of the High Ideals connectworking protocol, the High Ideals management team will handle the incident in a way that establishes whether either party needs to correct their expectations or behaviour and encourages the opportunity for corrective action to be taken. In addition to the value of this as a learning opportunity, it is also necessary for High Ideals as an organisation, so that the association maintains its integrity by walking its talk.

In the unlikely event that a member is asked to take corrective action, and do not successfully does so in the first instance, a written request will then be made by High Ideals for the behaviour to be rectified. After this, if further breaches occur, the membership will be revoked.

Keeping our Ideals High

Now that you have completed your assessment and been accepted as a member, we trust that you will be part of the change you wish to see in the world, by being mindful of the criteria you were assessed on and conducting yourself at all times to the highest ideals in business.

Of course we are all human, and sometimes our conduct can slip, or be misinterpreted. For this reason we have been careful to put in place feedback mechanisms so that we have a way of tracking the integrity of our membership base.

We will, from time to time, conduct random reassessments of members to ensure they continue to 'walk their talk' and set high standards in integrity, positivity and impact.

We ask that our members not only self-regulate to ensure they do not let down the overall reputation of High Ideals through their own conduct, but also that they keep their fellow members honest and true to their commitment to create positive ripple effects through their policies, professional relationships and behaviours.

If you personally engage in business with one of our members and feel that their actions or attitude are not in keeping with High Ideals standards, we ask that you take the time to:

- (a) In a respectful and sensitive manner, provide honest feedback to the member.
- (b) If you feel that the member has not genuinely taken on the feedback with a view to improving, please provide feedback to our Quality Assurance Manager or Membership Manager (see contacts page for details).

We will review all member feedback, initially with the goal of verifying if there is indeed a breach of High Ideals standards in play (which allows for the fact that we all perceive things differently and have different opinions). If there is a breach of High Ideals standards we will take action to encourage accountability and self-driven improvement from the member whose behaviour is off track. We will also mediate, to the best of our ability, any conflict between members should that occur.

Any situation such as this can actually be turned into an opportunity for upping our ability to operate from the High Ideals values of integrity, positivity and impact.

In the unlikely case that a situation arises that cannot be resolved, then it is probable that one or both members may choose to end their High Ideals membership, as they may not be able to operate within the standards as set by High Ideals. However, we do not expect this to be the case because of the efforts we go to, through our assessment process and on-going correspondence, to select and provide incentive to members to ensure they are committed to operating within the value-set of High Ideals.

If you find yourself feeling a genuine need to provide feedback regarding a fellow member, having already approached them directly, there are two ways you can provide feedback:

1. By going to the member's profile in the directory and submitting your comments on the feedback form;
2. By directly contacting a member of our management team.

Please make sure that any feedback gives concrete examples, comes from firsthand experience and is directly linked to one or more of the High Ideals criteria.

Newsletter Advertising Guidelines

One way we meet our commitment to promoting and connecting our members is to offer them the opportunity to share information with other members through our fortnightly newsletters. If you have information you wish to share that you will not directly benefit from, you may do so at no charge, subject to the content being approved by the Newsletter Editor. If you wish to promote your services or business, you may do so for a nominal fee.

Types of Advertisements

- ✓ **Premium ¼ page advertisement** featuring artwork as provided by the member in a jpeg (see below for specifications).
- ✓ **Standard text advertisement** featuring a bold heading (maximum 15 words) and broader description and contact information (maximum 100 words).
- ✓ **Additional specifications** can be negotiated on a case by case basis between the member and the Promotions Manager.

Accounts

Fees

- ✓ Premium advertisement \$50 +GST
- ✓ Standard text advertisement \$20 +GST

Terms and conditions of advertising

- ✓ Payment is to be made upon placing advertising request.
- ✓ High Ideals Pty Ltd reserves the right to refuse to publish copy submitted, in which case fees will be refunded within 14 days of being received.

Copy

- ✓ **Spelling, Grammar & Punctuation** - Please ensure that your copy reads within acceptable standards of English literacy. Exception will be permitted where incorrect spelling, grammar or punctuation are specifically part of the campaign (ie: plays on words, company names etc). Any copy that does not satisfy sound literacy convention will be returned to the member for rewriting.
- ✓ **Copy deadlines** – Advertisements must be received within five (5) working days of Newsletter due date.

- ✓ **Proof reading responsibilities** – It is the member’s responsibility to thoroughly proof read materials provided. We do not send drafts of the newsletter to advertisers prior to delivery date. If there is an error in the advertisements that was due to the work of a High Ideals representative, we shall correct the error and repeat the advertisement in the next newsletter, or provide a credit to the member for use at a later date.
- ✓ **Layout Specifications – Premium** ¼ page advertisements should measure no more than 80mm x 125mm and be provided as a quality (maximum resolution of 72DPI) jpeg with a maximum image file size of 100Kb per image. **Standard text advertisements** should be submitted in a MSWord document, with a heading no longer than 100 characters and content that does not exceed 750 characters. Size 11 ‘Arial’ font should be used.

Prohibited content

- ✓ No bad language
- ✓ No misleading, fraudulent or deceptive information
- ✓ No image distortions including that of the High Ideals logo
- ✓ No dangerous, contentious or provocative content (ie: tobacco, overtly sexual, political, racial, religious or otherwise prejudice or discriminatory content)

Graphics for Premium Advertisements

The onus is on the member to provide a jpeg with sharp quality graphics. Please ensure the resolution is no more than 72DPI. High Ideals does not provide graphic design or copy writing services. If the member needs help in this area, we suggest that they visit the High Ideals member directory to seek out help from a graphics specialist.

URL Links

It is the responsibility of the member to ensure that any URL links or websites referred to in their advertisement are correct and current. High Ideals will not take responsibility for incorrect details that have been printed as specified by the member.

Copy Rights and Trademarks

- ✓ When using either text or image, the advertiser may not include any content that maybe considered as in breach on the rights of any other party; this includes copyright, trademarks, publicity, privacy or that of fraudulent or deceptive content.
- ✓ The advertiser must have intellectual property rights to display content.

Product/service Integrity

- ✓ High Ideals expects that the member will only advertise services, products and prices that they are capable of delivering on.
- ✓ Should member integrity be in question regarding the integrity of the advertisement the High Ideals editorial team reserves the right not to publish the advertisement.
- ✓ In any cases of gross breaches of integrity that cause a negative experience to other members, the High Ideals management team will consider corrective actions, which may include revoking membership.

Spam

Adverts may not include, assist or endorse spam under the regulations or industry standards or violate any of those standards.

Newsletter Schedule

Please ensure you have editorial or advertising copy to the editor no later than the Advert Cut Off (as listed in the inserted table).

Questions

Please direct any questions regarding Newsletter content or Advertising matters to editor@high-ideals.com.

MONTH (2009)	NEWSLETTER DUE DATE	ADVERT CUT OFF
June	4 th	29 th May
	18 th	12 th
July	2 nd	26 th June
	16 th	10 th
August	30 th	24 th
	13 th	7 th
September	27 th	21 st
	10 th	4 th
October	24 th	18 th
	8 th	2 nd
November	22 nd	16 th
	5 th	30 th October
December	19 th	13 th
	3 rd	27 th November
	17 th	11 th

Submission Guidelines for High Ideals Website Resource Documents

Overview

Having resource documents for our members to access is a crucial part of our mission to support our members with useful information and tools to enable them to continue to raise the bar in business. We also have resource documents for the general public to access, which is an important part of demonstrating our commitment to supporting the larger sense of community. Most importantly, providing our members the opportunity to submit resource materials is aligned with our vision of connecting and promoting those who raise the bar in business practice, through the sharing of our knowledge, skills, wisdom and stories with other members and the broader business community.

These guidelines have been prepared to assist High Ideals members to create Resource Documents for the resources section of the High Ideals website. Resources can be created for the Members Only area or for the General Public section. Only High Ideals members are allowed to submit materials, as this is aligned with our commitment to supporting each other within the High Ideals community.

If you have any questions regarding these guidelines or any of our resources, please email our Director of Operations, Noel Posus on noel.posus@high-ideals.com.

Review and Acceptance of Submissions

All submissions are reviewed by the Director of Operations and will be either approved for inclusion or feedback will be provided as to what changes would be required in order to accept the resource.

Guidelines

Please review all of the following points which are required to be met in order for the submission to be considered for inclusion into our resources section.

- The resource document must relate specifically to, demonstrates or develops the values and/or respective criteria of High Ideals as published on our website.
- The document must help “raise the bar in business practice”.
- The resource document must have a professional development and/or business orientation, even though there may also be a personal development application.
- The resource document must be original work, which can include the work of others as long as that work is properly attributed, and where permission is granted to reprint the information where required.

- The content needs to be validated by proper research, current professional academic thinking, tried and tested processes, substantial experience, etc as compared to being simply based on opinion.
- The scope of the material needs to have broad application across professions as compared to a limited scope of within one or a few trades or professions.
- The content must encourage best practice. It is about helping people achieve an above standard capability in a particular area or competency.
- The resource document needs to be encouraging and positive in nature. If it is necessary to highlight negativity, ineffective behaviour and practices in order to illustrate a point, that is acceptable as long as it is clear it is being included for that purpose AND that the document continues on to provide positive outlooks, strategies, tools and resources which could minimise, eliminate or otherwise counteract the negative in appropriate ways.
- The document must directly or indirectly encourage people to consider membership to High Ideals.
- All resource documents must be written in easily understood and non-ambiguous language.
- Where possible, supplementary resources or references need to be provided to support readers who may wish to undertake more research on the subject.
- All submissions must include a one paragraph (100 words or less) Author Information statement. See Commercial Promotion section below.
- There is no word limit on the document, but our preference is that documents are no longer than ten pages.

Commercial Promotion

No resource document is allowed to contain commercial promotions of the author's goods and services, or the goods and services of others, except for the promotion of High Ideals membership.

That said, the Author Information section can contain up to 100 words which identify the author and their business, including a brief statement about the nature of the business' products and services, contact information and website address. Readers will be able to make their own choices about contacting authors for more information including being able to inquire about a commercial relationship.

Editing Rights

High Ideals maintains the right to edit any document received and which it chooses to publish. The author(s) will not be provided an opportunity to review the edited version before publication. The nature of editing will mostly be proofreading for spelling and grammar usage and aesthetic layout in our High Ideals document templates.

More significant editing requirements would be handled by sending the submission back to the author(s) with instructions.

Disclaimers and Indemnity

High Ideals will format the document into our standard template which includes a disclaimers section at the end. All authors must indemnify High Ideals of any responsibility for the proper attribution of content to original authors, including any copyright infringement issues. Authors are required to ensure they have full permission to use material and/or give proper attribution as required.

Where to send your submissions

Please send your submissions in Microsoft Word format to our Director of Operations, Noel Posus at noel.posus@high-ideals.com.

Contact List

We are here to provide you with the best member experience possible and are happy to answer any questions, provide assistance or receive feedback.

For executive level discussions or feedback, please contact our **Managing Director:**

Karina Butera karina.butera@high-ideals.com

For executive level discussions regarding our internal processes, planning and training, please contact our **Operations Director:**

Noel Posus noel.posus@high-ideals.com

For questions about your membership and suggestions regarding member incentives and benefits, please contact our **National Membership Manager:**

Abbey Cappiello abbey.cappiello@high-ideals.com

For any matters regarding your High Ideals profile, the newsletter, accounts, events or general administrative matters, please contact our **Administration Manager & Events Coordinator:**

Julie Saunders julie.saunders@high-ideals.com

For information regarding or to provide feedback on our internal processes and quality controls, please contact our **Quality Assurance Manager:**

Carol McGowan carol.mcgowan@high-ideals.com

For matters relating to the Global and Environmental division of High Ideals, please contact our **Global and Environmental Impact Manager:**

Gary Scholz gary.scholz@high-ideals.com

If you have specific questions or ideas regarding students and youth matters, please contact our **Youth Representative:**

Jamil Khan jamil.khan@high-ideals.com

