



SOMMFOUNDATION CODE OF CONDUCT 2020

You have been chosen as a mentor for an enrichment trip because of your experience, knowledge, leadership, and professionalism in the industry. Please be sensitive to the fact that you are not only a beneficiary of the wineries, consortium, etc., all of whom have put significant time, money and energy into the organization and planning of this event, but also a leader to the attendees of the trip. You have a dual role of not only being a gracious and respectful guest of the trip sponsor and hosts, but also an example, guide, and advisor to the other attendees of the trip. Additionally, you also represent your place of business, not only to the producers we visit, but also to our fellow enrichment trip attendees.

SommFoundation has worked hard over many years to build relationships with our sponsors. As we all know, reputation is a fragile thing. Unprofessional behavior by even a single person can damage our relationships with our sponsors, sometimes beyond repair. As a mentor attending an enrichment trip, you are held to a higher standard than the other attendees due to your leadership role.

We require that any mentor attending any of our trips or working as a volunteer for any of our sponsor's events, adhere to our Code of Conduct, which outlines a standard of behavior that will reflect positively on SommFoundation. In attending this event, we ask that you commit to the following:

Public Behavior/Alcohol:

This trip is not a vacation or party. It is a business trip for educational and networking purposes. Our hosts expect you to behave in a professional manner. Please be courteous and gracious in your behavior to your fellow attendees and your hosts. Intoxication will not be tolerated and could result in early termination of your trip.

Expected Behavior includes but is not limited to:

1. All participants are treated with respect and consideration, valuing a diversity of views and opinions;
2. Mentors are considerate, respectful, and collaborative;
3. Mentors must alert trip hosts and/or sponsors and SommFoundation immediately if you notice a dangerous situation or someone in distress; and
4. Mentors shall respect the rules and policies of the enrichment trip.

Unacceptable Behavior includes, but is not limited to:

1. Harassment, intimidation, verbal abuse, or discrimination; in any form;
2. Unwelcome sexual attention or advances;
3. Inappropriate use of nudity and/or sexual images in public spaces or in presentation;
4. Threatening or stalking anyone, including a participant; and
5. Other conduct which could reasonably be considered inappropriate in a professional setting

Report any unacceptable behavior to Lynn Fletcher at lynn.fletcher@sommfoundation.com

Attendance:

By confirming your intent to participate in this trip, you are expected to attend. Should you decide to either forego participating in this trip, either in whole or in part, you agree to reimburse SommFoundation and/or its Sponsor(s) for reasonable fees and costs associated with your late cancellation. Such reasonable fees and costs may include, but not be limited to, unrecoverable expenses for hotel accommodations, unrecoverable travel expenses, lost food expenses, and other fees, costs, and/or deposits that SommFoundation is not able to recover due to cancellation. For purposes of this paragraph, "Late Cancellation" shall be defined as any cancellation, notice of which is given less than five (5) days before the date of departure for the domestic activity or ten (10) days before the date of departure for the international activity for which participation has been cancelled. You are expected to be on time and in attendance for all events. Failure to do so may result late cancellation fees and or early termination of your trip.

Consequences for Code of Conduct Violations:

Should a mentor violate this Code of Conduct, at its sole discretion, SommFoundation, and/or its Sponsor(s), may impose consequences upon the mentor, designed to deter such conduct by the same mentor, or others, in the future. Examples of such consequences may include, but are not necessarily limited to: 1) A mentor may be prohibited from participating in one or more individual trip events; 2) A mentor's invitation for further participation in the remainder of the trip may be revoked, in its entirety; and 3) A mentor could be reported to their certification board (i.e Court of Master Sommeliers, Institute of Masters of Wine, etc...)

If, in the opinion of the SommFoundation leadership, a mentor is determined to have violated this Code of Conduct, SommFoundation, at its sole discretion, may permanently ban a mentor from future trips and/or events.

Conclusion:

In our experience, the best trips happen when everyone in the group takes an active role. We encourage all participants to come prepared, be on time, and be engaged. As a mentor, SommFoundation expects that you will be prepared to provide additional supplemental information to that provided by trip hosts and/or sponsors

and provide attendees with supervisions and guidance about trip behavior

The professional relationships that you forge on this trip are likely to benefit you in your career, and for that matter, in life. As a mentor, you are helping develop the best and brightest in our profession. A strong, positive leader will make this experience lasting and memorable. We appreciate your consideration and look forward to learning as much as possible together.

Thank you.

Steven Poe, MS,
Director of Enrichment Trips

Consent Form

I (Name) _____, agree to adhere to the Code of
Conduct Guidelines outlined above.

Signature _____ Date _____

