



## **Policy 111 – Promoting For-Profit Businesses**

This policy is intended to outline the guidelines for promoting of for-profit businesses in our MN COLA events and communications.

### **Context:**

MN COLA strives to provide value to our members and highlighting the work of for-profit organizations may help us achieve that intent. However, by promoting a for-profit business MN COLA is not taking any responsibility for their past or future work. And MN COLA does not want to be perceived as a “pay-to-play” organization whereby we promote organizations only if they contribute financially to MN COLA in some way.

### **Policy Details:**

MN COLA may highlight the work of for-profit businesses in our meetings, on our website, and in other forms of communication when we believe that our members will receive value from our actions. However,

- MN COLA makes no implied guarantees nor assumes responsibility for the integrity of the for-profit business’s presented research, process, or analysis.
- MN COLA makes no implied guarantees nor assumes responsibility for the for-profit business’s delivery of any contracted products or services, the quality of their work, or their business ethics should MN COLA members contract with these firms at some later date.

MN COLA may allow for-profit businesses to advertise in exchange for a fee or other tangible or perceived value to MN COLA. All fee-based advertising rates will be established from time to time by the Executive Committee, and all non-financial exchange exceptions must be approved by the Executive Committee.

MN COLA will post this policy on our public website.

# MN COLA



Minnesota Coalition of Lake Associations

## **Policy Oversight Responsibility:**

The Board will review this policy annually or as a new concern demands.

As approved:

A handwritten signature in black ink, appearing to read "J Shneider". The signature is written in a cursive, flowing style.

Joe Shneider, President  
March 6, 2023