



About The Associates

Topic 1 Article 17

November 29, 2002

Businesses don't just become Southern Thoughts Associates - they have to be invited. Invitations are only extended to Businesses considered honest, fair, and competent. The Businesses listed pay for the privilege, but not so much that they will not be dropped if they fall from grace.

The Southern Thoughts web site is owned by Southern Thoughts, not by the Associates. This is not an "Association Web Site" that is obligated to list it's members. The Southern Thoughts Associate Agreement can be terminated at any time, for any reason, by either party. If irreconcilable complaints are received about an Associate, it is simply dropped.

While individual Associates are important to Southern Thoughts, they are not as important as web site Visitors and the impression they hold. A non-performing Associate will not be allowed to drag the image of the rest down - it will be unceremoniously dropped.

Southern Thoughts chooses to be harsh on non-performing Associates because we see value in honesty, fair dealing, and competent work. We believe that Customers do too.

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