Ambassador Program Guidelines

Chair Person: Laura Kressman

Vice Chair Person: Scott Miller

Staff Liaisons: Dale Champagne & Frances Clark

Created January 2016
MISSION:

To serve our members and the community by being the goodwill arm of the Greater Beaumont Chamber of Commerce.

PURPOSE:

Ambassadors have a prominent position of responsibility in the business community. They act as the Chamber’s goodwill arm and are highly visible at Chamber events. The networking opportunities offer Ambassadors the ability to expand their circle of influence and make stronger community connections.

Program Fees:

Program fees are in addition to any dues paid for GBCOC membership or event sponsorship.

$80.00 annually based on the GBCOC fiscal year October – September. Program fees will be billed in July for October – September and due upon receipt. We understand that situations arise and you may need assistance. In these circumstances, we stress that COMMUNICATION is the key.

The GBCOC will make ambassador meeting reservations based on program fee payments received only. If your payment is not received prior to October 1st of each year, you will be dropped from the program due to non-payment of fees and will not be included in the November meeting reservation head count. We understand that assistance may be needed from time to time. If you need special assistance please communicate with the staff liaison.

Plus, the purchase of a Ambassador badge at $10.00 (price subject to change)

Newly appointed Ambassadors will owe the prorated fee amount from program join date to Sept plus $10.00 for ambassador badge, and are to be paid in full prior to the Ambassador orientation.

Process in achieving Ambassador Status

The Ambassador program is comprised of a maximum of 42 motivated and respected individuals in the business community. Maximum is calculated at 1 ambassador per 25 active member locations. Calculation of maximum Ambassadors may change depending on number of active locations in the GBCOC directory. If the program is at maximum capacity, a waiting list will be kept for future ambassador openings.

Following, are the steps in achieving ambassador status:

1. Must be a GBCOC member in good standing

2. The interest form with letter of approval from employer must be turned in to the Chamber office.

3. An email or phone call will follow letting you know when the next orientation will be held.

4. At the ambassador orientation, you will be provided with the guidelines, point system, and other pertinent information. You will also receive your team assignment.

5. Your prorated program fee, plus $10.00 for badge, is due at time of orientation
6. New ambassadors are placed on a 90 day probation after which time the leadership committee will review the overall performance.

7. All ambassadors are subject to being counseled or dropped at the discretion of the leadership committee or the Chamber President.

Quarterly Meetings:

Ambassador meetings will be held quarterly on the 2nd Monday of the following months; November, February, May and August from 12:00 pm – 1:00pm at a GBCOC member’s location or in the GBCOC board room. Email notification will be sent to all active Ambassadors in the program as to the location.

Ambassadors are expected to attend all quarterly meetings. Failure to attend the quarterly meetings may be grounds for removal from the program.

Ambassadors Training Retreat will be held for all Ambassadors at the November quarterly meeting. At this time a new commitment form must be submitted to remain in the program. The Beaumont Chamber Foundation will provide updates at the February meeting, Southeast Texas Economic Development Foundation will provide updates at the May meeting, and Greater Beaumont Chamber of Commerce will provide updates at the August meeting.

All new Ambassadors are required to attend Ambassador Orientation prior to joining the program.

Member Hosted Events: (Ribbon Cuttings, Ground Breakings, Mix & Mingles)

The Ambassador program is responsible for attendance at member hosted events. They are asked to mix with all guest, as well as encouraged to invite and partner with new members during the event.

Events: (LobersterFest golf tournament & dinner/dance, annual meetings, BCF golf tournament, etc)

The ambassador program is responsible for assisting GBCOC staff and event committees in events throughout the year, emails will be sent out by GBCOC staff requesting assistance.

Special Deliveries: (Directory, annual meeting tickets, etc)

The ambassador program is responsible for assisting GBCOC with special deliveries throughout the year, emails will be sent out by GBCOC staff requesting assistance.

Benefits of being a GBCOC Ambassador:

- Qualified to wear a GBCOC Ambassador name badge
- Greater visibility for your business
- Development of business contacts through relationships established as a Chamber Ambassadors
- Development of relationships with other Ambassadors
- Recognition for the volunteer at events, in the Chamber’s newsletter and on the Chamber’s website
- Keeps you informed on what is going on in the business community
- Gives you leadership opportunities with the Chamber and community
- Increased awareness of important issues facing the community
- Online exposure via our Ambassador Program link on our website
- Exclusive Ambassador incentives
Qualities of a GBCOC Ambassador:

- Highly motivated
- Positive attitude
- Enthusiasm
- Passionate about chamber
- Engaging
- Dependable
- Leads by example

RECOGNITIONS

Monthly:

- The Ambassador with the most points for each month will be recognized in the Beaumont Business Journal, receives an article in the GBCOC e-newsletter and social media.

Quarterly:

Each Ambassador of the month to receive gift card

The team with the most points during the calendar quarter will be recognized in the Beaumont Business Journal, e-newsletter, and social media.

Ambassador anniversary at 10, 20, 30, plus will receive a certificate of appreciation

Annually at the GBCOC Volunteer Lunch:

1. The "Ambassador of the Year" will receive free entry to the volunteer lunch, be recognized in the Beaumont Business Journal, GBCOC e-newsletter, and on social media.

   To achieve the “Ambassador of the Year,” the ambassador must have:
   a. Achieved the minimum requirements each month
   b. Attended all quarterly meetings
   c. Been in the top 10% in overall points for the year

2. The "Ambassador Team of the year" is the team with the most overall points of the GBCOC fiscal year October – September. Each team member will receive free entry to the volunteer lunch, be recognized in the Beaumont Business Journal, GBCOC e-newsletter, and on social media

3. All Ambassadors in attendance at the Volunteer lunch will be recognized

INCENTIVES

Ambassador with the most points for the month will received a $25.00 gift card to a GBCOC member’s location during the quarterly meeting. Example – October, November & December each monthly winner will receive a $25.00 gift card at the February quarterly meeting.
Leadership Committee Structure

The Ambassador Vice Chairman will become the Chairman. The incoming Ambassador Vice Chairman will be selected by the GBCOC President, Staff Liaisons, Incoming Ambassador Chairman, Past chairman and approved by the GBCOC Board of Directors. The Ambassador Secretary & Ambassador Liaison will be selected by the incoming Ambassador Chairman, Vice Chairman, Past Chairman, Staff Liaisons and approved by the GBCOC Board of Directors.

Team Captains will be nominated and voted in by fellow ambassadors annually in May of each year so they can be at the September Leadership Committee meeting. Leadership committee members, with the exception of team captains, will serve for one (1) year in the assigned position not to exceed 2 consecutive years.

Nomination process for team captains will be as follows:

1. April – Team captains will get with their team to see if any of them would like to be part of the incoming leadership committee. And be placed on the Team Captain ballot.
2. April Leadership Committee will discuss and start nomination process for ballot. Chairman/Vice Chairman will call each nominee to see if they would like to be placed on the ballot.
3. May Ambassador meeting = Team Captain voting ballot will be provided
4. August Ambassador meeting = New team captain’s are recognized.
5. August Ambassador meeting = New Team Captains meet to draft their team members immediately following the August meeting. Chairman and/or Vice Chairman should be present for the draft.
6. September = new team captains will attend the Leadership meeting & make contact new team
7. October = New teams will begin to meet

Ambassadors must have been in the program for 1 or more years before being eligible to serve on the leadership committee. If the Vice Chairman declines the Chairman position, the Ambassador Secretary or Ambassador Liaison will step up to the Chairman position. The Chairman position should always be filled by one of the existing leadership chairs.

The committee will meet the 3rd Friday of the following months October, January, April, & July of each GBCOC fiscal year. During each meeting the committee will review prior quarter’s tracking & attendance reports. Outgoing leadership will be asked to attend the October meeting in order to review their team’s prior quarter’s information. From time to time special called meetings may be necessary.

Consist of 11 members (5 active Ambassadors, 4 team captains and 2 chamber staff liaison)

1. Chairman
2. Vice Chairman
3. Past Chairman
4. Ambassador Secretary
5. Ambassador Liaison
6. 4-team captains
7. 2-Chamber staff liaisons

Leadership Committee Selection Process:

Ambassadors will be reviewed for the following qualifications to be selected as one of the appointed leaders will be as follows:

- Professionalism
- Chamber involvement
- Monthly meeting attendance
• Achievement of requirements
• Positive Attitude
• Passionate about chamber
• Dependable
• Leads by example

Leadership committee members may serve a maximum of two terms (4) consecutive years in any one (1) position (with exception of the Past Chair who may need to serve an additional year or two). Upon the completion of (4) consecutive years the Ambassadors will need to roll off the Leadership committee for one (1) year before being eligible for the committee again.

Chairman and Past Chairman Responsibilities

1. Attend all Ambassador Leadership Committee meetings
2. Either the Chairman or Past Chairman should be present at all member hosted events
3. Past Chairman will sit in for Chairman as needed
4. Review the activity sheets and GBCOC attendance records with the committee quarterly
5. Mentor new Ambassadors

Vice Chairman:

1. Attend all Ambassador Leadership Committee meetings
2. Should be present at all member hosted events
3. Review the activity sheets and GBCOC attendance records with the committee quarterly
4. Mentor new Ambassadors

Ambassador Secretary

1. Attend all Ambassador Leadership Committee meetings
2. Record minutes at quarterly meetings and leadership committee meetings
3. Provide GBCOC staff liaison with minutes for filing and printing
4. Maintain the Hospitality fund
5. Review the activity sheets and GBCOC attendance records with the committee quarterly
6. Mentor new Ambassadors

Ambassador Liaison Responsibilities

1. Attend all Ambassador Leadership Committee meetings
2. Make sure all ambassadors are turning in monthly activity sheets to their Team Captain
3. Review team attendance monthly with Team Captains
4. Call Ambassadors who have not met the requirements to encourage participation and to make sure they understand the Ambassador representative commitments
5. Review the activity sheets and GBCOC attendance records with the committee quarterly
6. Mentor new Ambassadors

Team Captain Responsibilities

1. Attend all Ambassador Leadership Committee meetings
2. Collect the monthly ambassador activity sheets with proper documents
3. Review team attendance monthly
4. Turn in the activity sheets to the GBCOC Staff Liaison for tracking monthly
5. Address any concerns brought forth by Ambassadors with the Leadership Committee.
6. Call Ambassadors who have not met the requirements to encourage participation and to make sure they understand the Ambassador commitments
7. Mentor new Ambassadors
8. Assure that ambassadors are correctly fulfilling their obligations, and report any problems to Leadership Committee
9. Review the activity sheets and GBCOC attendance records with the committee quarterly
10. Team captains may designate one or more co-captains, but will retain responsibility for their team’s activities.
11. If unable to attend a Leadership Committee meeting, must designate a team member to attend. All teams must be represented at the Leadership Committee meetings.
12. If a team captain is unable to meet his/her obligations, the Ambassador Chairman will have the option to appoint a new team captain.

Teams:

The team structure should provide a supportive environment for all ambassadors and improve the efficiency of the ambassador program in both the delivery of services and the program interaction with Greater Beaumont Chamber of Commerce staff. The team structure should also enhance the camaraderie among the program members. Teams will be structured as follows:

1. 4 teams
2. Should be equal in size
3. Maximum 42 Active Ambassadors (Emeritus not on a team do not count in the 42)
4. Encouraged to meet monthly with team at a GBCOC member location
5. One ambassador designated as team captain
6. Teams will be drafted by the incoming team captains
7. Only one company representative per team, if possible
8. Only one industry representative per team, if possible
9. Each team may recruit new ambassadors so long as teams remain balanced as to size.

GBCOC Staff liaison Responsibilities:

The Chamber Staff liaison(s) will be responsible for:

1. Conducting new Ambassador orientations
2. Conducting the annual Ambassador Training Retreat in November of each year
3. Coordinating quarterly Ambassador meetings
4. Communications between GBCOC and Ambassadors
5. Attending all quarterly meetings
6. Attending all leadership quarterly meetings
7. Recording and tracking Ambassadors points
8. Creating quarterly meeting agenda
9. Making copies of minutes provided by the program secretary
10. Addressing Ambassadors’ concerns with GBCOC Vice President of Operations and President, after they have gone to the Ambassador Liaison and Leadership Committee
11. Mailing warning letters and drop letters as directed by the Leadership Committee

General Rules:

A. Code of Conduct
   As an ambassador you are representing the GBCOC and your company in the community.

   Ambassadors are expected to act with professionalism, honesty, integrity and in a manner to
B. Attire
Ambassadors should wear appropriate business attire. Ambassadors name badge should also be worn to all functions. GBCOC will have attendance sheets at all member hosted events. **Appropriate business attire:** Dressing in a way that is a reflection of the business you are employed by and the business organization you are representing at a Chamber function. If you are unable or choose not to dress appropriately, you will be asked to remove your Ambassador name badge for the evening.

C. Leave of Absence
Ambassadors may take a leave of absence for up to 90 days during a term (October - September.) This leave must be taken in increments of 30 days. Additional leave may be granted for medical reasons. **Leaves of absence must be made before or at the beginning of the month and must be made in writing to the GBCOC staff liaison.** It will be the Ambassador’s responsibility to notify GBCOC staff liaison that they want to be put back on active status. If 90 days passes, with no correspondence from the Ambassador, they will be dropped without warning.

D. Removal from program:
An Ambassador who fails to fulfill his/her responsibilities and obligations as set forth in these guidelines may be removed by the program’s Ambassador Leadership Committee or the GBCOC President. Removal from the program results in the forfeiture of the program fees regardless of the time of removal.

E. Resignation:
An Ambassador may resign at any time, by delivering a written notice (email is acceptable) to a member of the program’s Leadership Committee or the GBCOC staff liaison. A resignation shall be effective when the notice is delivered unless the notice specifies a later effective date. Ambassadors submitting a resignation at any point beyond the program training retreat shall forfeit the program fees regardless of the time of removal.

F. Chain of Command (Process)
If an Ambassador has a concern, he/she should first address the issue with their Team Captain then Ambassador Liaison. If the issue cannot be resolved, it should go to the Ambassador Chairman, then to GBCOC Staff Liaison.

If an Ambassador is not meeting the requirements of the program, the following steps are to be taken:

1. The Ambassador Team Captain will talk the Ambassador to address the issue.
2. If there is no improvement, the Ambassador Liaison will call the Ambassador to address the issue.
3. If there is no improvement, the Ambassador Chairman will call the Ambassador to address the issue.
4. A warning letter will be sent to the Ambassador by the GBCOC staff liaison at the direction of the Ambassador Leadership Committee (signed by the Ambassador
Chairman), notifying him/her that they have 30 (thirty) days to meet the requirements or be dropped from the program.

5. A letter will be sent by the GBCOC staff liaison at the direction of the Ambassador Leadership Committee (signed by the Ambassadors Chairman) notifying the Ambassador that he/she has been dropped from the program.

G. Waiting Period

There will be a 6 month waiting period for Ambassadors, who have been dropped, before they are eligible to go on an Ambassador waiting list. Additionally, if an Ambassador is dropped twice, they must wait one full year before they can reapply. There is no waiting period for Ambassadors who resign.

H. Job Change (Depending on who paid the program fee the individual participant or the company)

If the Ambassador paid the program fee he/she may transfer their Ambassador application to the new company if they are a GBCOC member in good standing. If the company is not a member of the GBCOC the Ambassador has 30 days to get the company to join. During those 30 days, the Ambassador cannot receive incentives or recognition. After 30 days the Ambassador must resign or will be dropped from the program.

If the company paid the program fee the member company has 30 days to submit a new Ambassador Interest Form in order to place another employee in the ambassador program. The individual will be required to complete orientation and sign a commitment form prior to being eligible to participate in ambassador activities, receive incentives or recognition.

It is the Ambassador’s responsibility to notify the staff liaison at the Chamber of his/her job change.

I. Cancelled Chamber Membership

If an Ambassador’s company’s membership dues enter into the 90 day past due column, the Ambassador representative has 60 days to ensure that their company reinstates their membership. During those 60 days, the Ambassador cannot participate in ambassador activities, receive incentives or recognition. If no membership reconciliation is made within 60 days and the company’s membership is dropped after 120 days from date of invoice the Ambassador will be automatically dropped from the program. Any program fees remaining will be forfeited regardless of the time of cancellation. At that point, if or when the company reinstates their membership, the individual can reapply to the Ambassador program.

J. Guideline changes

Changes to the Ambassador Program may be necessary in order to be kept in the best interest of the GBCOC and our investing partners (members). Any and all changes must be reviewed and approved by the GBCOC Board of Directors.
Ambassador Emeritus

To be eligible for the Ambassador Emeritus status you must have been in the program and achieved Emeritus status on or before May 31, 2016.

Responsibilities of all Ambassador Emeritus:

- Following the Ambassador guidelines
- Pay the Ambassador program fees
- Encouraged to attend the monthly meetings
- Encouraged to attend member hosted events

An Ambassador Emeritus may choose to be on a team, or may remain an Ambassador Emeritus.

If the Ambassador Emeritus chooses to be on a team he/she will be held to the same requirements as other active Ambassadors (must attend the quarterly meetings, two member hosted event, as well as achieve 5 [five] points per month).

All Ambassador Emeritus will be recognized at the Chamber’s annual volunteer lunch and each Ambassador Emeritus will have a name badge (that differs from the current ambassador group) with their title on it.