

The Ambassador Program Guidelines

Ambassadors are a group of volunteers acting as liaisons to the Pearland Chamber of Commerce and to the Pearland area for the purpose of promoting member participation and good will within the Chamber's framework.

PURPOSE

The ambassador program's purpose is to develop a core group, representative of the membership, for the purpose of:

- ★ Contacting existing members to help ensure retention
- ★ New member referrals
- ★ Visibility at all Chamber functions and events
- ★ Maintaining a positive pro-business attitude by which all will prosper
- ★ Event participation such as ribbon cuttings
- ★ Supporting staff activities
- ★ And, promoting the mission of the Chamber and the Chamber's events throughout the community.

ORGANIZATION

- ★ This organization will consist of a maximum of 30 active members which include a chair, chair-elect, and secretary. The secretary position may be elected or appointed on an as-needed basis.
- ★ Ambassador positions are held as long as the ambassador shows continued participation, meeting at least the minimum qualifications
- ★ No more than one (1) person per chamber member business may serve as an Ambassador.
- ★ There is a maximum limit of two (2) Ambassadors per businesses classifications
(Ex: 2 from financial institution, 2 from real estate, 2 from rehabilitation services)
- ★ No more than five (5) Ambassadors in Training at any given time, or (2) AIT per mentor at a time
- ★ All applications will be reviewed at Ambassador meetings, with the date of the meeting being considered the submission date.

LEADERSHIP STRUCTURE

- ★ The Chair will be responsible for running the monthly meetings and the leadership of the team. The Chair-Elect will serve under the leadership of the chair in preparation for the next year. The secretary will be responsible for recording points at events and taking minutes during the monthly meetings.

- ★ The Chair of this organization will be selected by popular vote by the Ambassador Team in October of each year, taking the office of Chair-Elect after induction at the Chamber Banquet. Interested Ambassadors must inform the Chair and/or Chamber Staff by the second week in October so they may be included on the ballot. The selection will be presented to the Board of Directors for approval. If the Board of Directors does not approve the selection, the Chamber's newly elected Chairman of the Board may appoint an Ambassador Chairman of his/her choice for the role.
- ★ In November, the outgoing Chair will host an orientation that will review Ambassador Guidelines for the incoming Chair and current Ambassadors. Members should participate in the session for the purpose of understanding group responsibilities.

CLASSIFICATIONS

- ★ Ambassador classification is determined by the description of the business or service organization in the Chamber's membership database system, not title, position or job description of the professional representing the business.
(Ex: Bank of America would be considered a bank regardless of position held by the Ambassador applicant.)
- ★ If an Ambassador changes employment and the classification is not filled, the Ambassador may simply change classifications and purchase another name tag and continue on as an Ambassador.
(Ex. If an Ambassador changed from XYZ Mortgage to ABC Mortgage and there is only one other mortgage company in the group, then there will be no interruption of membership as long as Minimum Qualifications are met. If an Ambassador changed from XYZ Mortgage to Real Estate Company, and the classification was full, the ambassador would have to resign and re-apply when the classification becomes open.)
- ★ If an Ambassador resigns from a Chamber Member company, the Member company does not choose a replacement for that ambassador, but their new employee may submit a New Application
- ★ Ambassadors in Training fill a Classification position until they are no longer being considered

MINIMUM QUALIFICATIONS

- ★ New prospects and members at large must be current dues paying members of the Chamber, or an employee of a current dues paying member.
- ★ A semi-annual minimum accumulation of 500 participation points is required (end of June). 1,000 participation points per year (end of December) are required. See Point System. Ambassadors may apply for a leave of absence not to exceed six months.
- ★ Ambassadors (not under a leave of absence) who do not meet minimum qualifications may not be considered for any Recognition. They will have 90 days to meet Qualifications before being removed from the Ambassador program. They may then re-apply as a new applicant at any time.

AMBASSADOR BEHAVIOR AND RESPONSIBILITIES

- ★ Represent the Chamber first and one's own business second in all Ambassador/Chamber functions.
- ★ Responsible for greeting and welcoming guests at all functions.
- ★ Attend Ribbon Cuttings.
- ★ Attend half of the monthly meetings. (May not miss 3 consecutive meetings)
- ★ Attend at least one Chamber function each month other than ribbon cuttings.
- ★ Wear Blazer and Name Badge to all Chamber events unless otherwise specified.

- ★ Each Ambassador is responsible for verifying their attendance is recorded for each event.

NEW APPLICATIONS

- ★ All applications will be considered at Ambassador regular meetings with the date of the meeting being entered as the submission date.
- ★ Ambassadors should review application to ensure applicant meets Organization and Classification requirements and that there are no moral or ethical reasons for excluding applicant. Applicants not meeting the Classification requirements will be added to a waiting list maintained by Chamber Staff.
- ★ Applicants meeting Criteria will be voted in as an Ambassador in Training and assigned a mentor. Final review of applicant will be after AIT period.
- ★ If more than one application with the same classification is received between meetings all may be accepted as an Ambassador in Training. The trainee with the highest participation points will be elected to the Ambassador team.
- ★ If AIT withdraws application at any time, the classification is immediately open for waiting list and new applicants

AMBASSADOR IN TRAINING (AIT)

- ★ Undergoes a 90 day period of consideration to earn full Ambassadorship
- ★ Must acquire 125 participation points in 90 days (half of expected by Ambassadors)
- ★ Will receive the Ambassador Reminder emails to aid with participation
- ★ Will not attend ambassador meetings until full ambassadorship
- ★ Must attend one event outside of a ribbon cutting
- ★ Are encouraged to attend the Chamber Academy scheduled by the Chamber of Commerce
- ★ Upon meeting requirements, will be voted into full Ambassadorship
- ★ If AIT fails to meet requirements, they may re-apply as a new applicant at any time

AMBASSADOR IN TRAINING MENTORSHIP

- ★ Be familiar with Ambassador guidelines/qualifications/expectations in order to aid AIT
- ★ Be available for AIT questions
- ★ Offer alternative sources of information to AIT if unable to answer AIT questions
- ★ Make contact with AIT a minimum of twice within the first month of mentoring and as needed to maintain communication with Ambassadors thereafter during training period. Contact includes phone calls, text messages and emails.

RECOGNITION

- ★ Each quarter, the Ambassador with the highest point accumulation will receive “Ambassador of the Quarter” award which will be presented during the Chamber’s Membership Luncheon and then profiled in the monthly chamber publication.
- ★ Ambassadors are eligible for one quarterly award per year. If the same member has accumulated the most points for 2 consecutive quarters or twice in the year, the member with the next highest points will receive the award.
- ★ One Ambassador will be profiled monthly in the Chamber of Commerce newsletter.

- ★ Ambassadors who have participated in the program for three (3) years will be provided with a three-year pin by the Chamber. Every tri-annual anniversary will add a participation bar to the pin.
- ★ The Steve Freidman Ambassador of the Year award will be presented during the Chamber’s Annual Meeting and Banquet.
- ★ All members are eligible for Ambassador of the Year regardless of any quarterly award presentations. Criteria for this award will include accumulation of points, overall attitude, and participation in Chamber volunteerism. Chamber Ambassadors, Staff, and Board of Directors will participate in the selection of the Steve Freidman Ambassador of the Year Award.

AMBASSADOR PARTICIPATION POINT SYSTEM

Chamber Ribbon Cutting/Events	20 points
Ambassador Jacket	10 points
Ambassador Name Badge	10 points
First Time Guest	10 points
Setting Up/Breaking Down or Assisting Staff	10 points
Recruiting a New Chamber Member.....	100 points