



# Cedar Park Chamber of Commerce

## AMBASSADOR PROGRAM

### Mission

The mission of the Ambassador program is to serve as goodwill representatives for the Cedar Park Chamber of Commerce by welcoming new members at ribbon cuttings, grand openings, and other Chamber events. The Ambassador program will assist the Chamber in providing value for our existing members, encourage other businesses to join the Chamber, and assist in retaining current members.

### Purpose

An Ambassador is a very important part of the Cedar Park Chamber of Commerce. Our Ambassadors serve as Chamber representatives in the community and as mentors to new Chamber members during their first year. In addition, Ambassadors work with the Director of Membership Services to welcome new members, encourage member participation at Chamber events, and ensure growth of the Chamber.

*Cedar Park Chamber of Commerce  
1460 E. Whitestone Blvd., Suite 180  
Cedar Park, TX 78613  
512.260.7800  
[CedarParkChamber.org](http://CedarParkChamber.org)  
(Revised September 7, 2017)*

The most essential qualification of an Ambassador is to represent the Cedar Park Chamber of Commerce in a positive way. Therefore, a successful Ambassador will be professional and outgoing. Additionally, Ambassadors play a crucial role in welcoming new members and relaying member feedback to staff. This helps investors derive full value from their investment and encourages investor retention.

### **Qualifications**

To be an Ambassador for the Cedar Park Chamber of Commerce, the applicant must successfully complete a 90-day probationary period and meet all requirements listed below.

- Be a member or employee of a member in good standing of the Cedar Park Chamber.
- Have been active in the Cedar Park Chamber for one year.
- Complete a Cedar Park Ambassador Application, pay the fee, and submit it to the Chamber for approval.
- Attend two of the three monthly luncheons during the 90-day probationary period.
- Attend one of the three monthly Business After Hours during the 90-day probationary period.
- Attend a minimum of 75% of Ribbon Cuttings (if unable to attend a one-on-one follow up must be made).
- Attend New Member Chamber 101 if have not previously done so.
- A fellow Ambassador will be assigned to mentor you during the 90-day probationary period.

### **Commitment and Fee**

Ambassadors make a one-year commitment to the program. A program fee of \$30 shall apply to each Ambassador for their first year serving as an ambassador. The program fee will be used toward the initial Ambassador name badge (awarded after 90-day probationary period completed successfully) cost and thereafter to help underwrite Ambassador Events and related costs.

NOTE: Replacement name badges are at the Ambassador's expense of \$25.00

### **Chairman and Vice Chairs**

The Ambassador Chair will be appointed by the Chairman of the Board of the Chamber in January. The Vice Chairs will assist the Chairman in the various functions of the Ambassadors.

### **Responsibilities**

An Ambassador is expected to meet the quarterly requirements to stay in good standing:

- Attend at least two ribbon cuttings, ground breakings, and other special events each month to represent the Chamber
- Call on new Chamber members, as well as recruit new Ambassadors
- Wear your Ambassador badge and dress professionally to events where Ambassadors are the key participants
- Serve as host or hostess at Chamber functions or by request, assist with Chamber programs (Annual Awards Banquet, Chamber Events, Monthly Luncheons as well as other special events)
- Serve as mentors to new members

- Attend 8 out of 11 monthly Ambassador meetings which follow the monthly Chamber luncheon.
- Conduct “goodwill” visits/calls to existing Cedar Park Chamber members to thank them for their continued support and to let them know the Cedar Park Chamber is there to support them – this includes New Member visit program, 4 month retention calls, and Operation Shout Out.
- Refer new members
- Mentor new Ambassadors

Staff will track attendance at each event. Please make sure you check-in with staff so they can mark you present. Points will be awarded ONLY for events directly relating to the Cedar Park Chamber of Commerce. Point totals will be tracked monthly and available at the monthly Ambassador meetings.

### **Benefits**

- Ambassadors are recognized and respected as leaders in the community.
- Networking with business and community leaders and fellow Ambassadors.
- Active Ambassadors will be listed on the Ambassador page of [www.cedarparkchamber.org](http://www.cedarparkchamber.org) with an approved headshot and business name.
- Introduction and recognition at certain Chamber events.
- Ambassador name badge awarded after 90-day probation period.
- Increased knowledge of Chamber investor benefits and services.
- New business opportunities may surface as you build relationships with other members
- Opportunity to be recognized as Ambassador of the Month at the 2<sup>nd</sup> Wednesday Business Connection Luncheon
- Opportunity to be recognized as Ambassador of the Year at the Chamber’s Annual Banquet.

### **Ribbon Cuttings**

Ribbon Cuttings are meant to introduce the new business to the Cedar Park Chamber and make them feel welcomed. It is the new member’s day to shine and the Ambassador’s job to listen and learn about the new member’s business. Do not “sell” your company to these members during their ribbon cutting. If you are interested in doing a “One/One with new member, please make an appointment at a later date.

### **Code of Conduct**

As an Ambassador, your conduct reflects on the Chamber. You are encouraged to observe the highest standards of professionalism at all times and refrain from any behavior that might be harmful to you, other Ambassadors, fellow Chamber Members, or the Cedar Park Chamber, or that may be viewed unfavorably by current or potential Chamber Members, or by the public at large. The following are just some of the specific acts that are banned but the list is NOT exclusive:

1. Sexual Harassment
2. Misrepresenting the Cedar Park Chamber to prospective new members
3. Making false and misleading statements about what the Chamber can or cannot do for potential new members

### **Withdrawal**

Any Ambassador may withdraw from the program at any time. The Ambassador will be required to turn in his/her name badge to the Chamber. Upon withdrawal, the Ambassador will no longer be able to represent themselves out in the community as an Ambassador of the Chamber, and all information will be removed from Ambassador page on website.

**Removal**

The Ambassador Chair shall have the authority to recommend to the President/CEO the removal of an Ambassador. The CEO may choose to remove an Ambassador at any time and for any reason. The following are just some of the reasons an Ambassador may be removed, but the list is not exclusive:

1. Violation of the Code of Conduct described above
2. Conduct unbecoming a member or prejudicial to the aims or repute of the Cedar Park Chamber
3. Inability to maintain Qualifications as described in the program guidelines

**Ambassador Point System**

Points are used to track each Ambassador’s participation and will be compiled by staff and reviewed quarterly. Staff will have a sign in sheet at each Ambassador event. The point system is subject to change at any time by the President of the Chamber.

<b>Attend Ribbon Cutting or Groundbreaking</b>	5
<b>Attend Business After Hours</b>	5
<b>Monthly Luncheon Volunteer</b>	5
<b>Reported 4 month Calls Completed</b>	5
<b>Attend Operation Shout Out</b>	5
<b>AMBASSADOR EVENTS</b>	
<b>Attended Monthly Ambassador Meeting</b>	2
<b>Recruited New Ambassador</b>	5
<b>Recruited New Chamber Member</b>	10
<b>Annual Events</b>	
<b>Event Volunteer-per hour</b>	5
<b>Big Champagne Bash</b>	
<b>Attended Banquet</b>	5
<b>Volunteer during Event</b>	10
<b>Cleaned Up</b>	20

***The Ambassador program is a Volunteer program!  
The Cedar Park Chamber of Commerce appreciates all members  
and your commitment to the success of your Chamber of Commerce.***



**Cedar Park  
Chamber  
of Commerce**

**Ambassador Program Application**

Name: \_\_\_\_\_

Date: \_\_\_\_\_

Employer: \_\_\_\_\_

Title: \_\_\_\_\_ Supervisor's

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State,

Zip: \_\_\_\_\_

Work Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Please list any community organizations in which you are, or have been, actively involved:

Organization: \_\_\_\_\_ Dates: \_\_\_\_\_

Organization: \_\_\_\_\_ Dates: \_\_\_\_\_

Organization: \_\_\_\_\_ Dates: \_\_\_\_\_

What are your reasons for wanting to serve as an Ambassador?

Please list two people who can serve as a reference for you:

1. \_\_\_\_\_ Daytime Phone: \_\_\_\_\_

2. \_\_\_\_\_ Daytime Phone: \_\_\_\_\_

*Supervisor's signature below indicating their support of your participation in the Ambassador program:*

\_\_\_\_\_ Daytime Phone: \_\_\_\_\_

*I volunteer to serve as an Ambassador of the Cedar Park Chamber of Commerce. I promise to fulfill my responsibilities as outline in the program application to the best of my abilities. I fully understand what is expected of an Ambassador and acknowledge that I have read the Ambassador Program guidelines in its entirety.*

*My signature below indicates my agreement to the responsibilities and policies stated above. I understand that failure to follow these may result in my removal from the Ambassador program*

Applicant's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Please return to the Chamber via email to [erica@cedarparkchamber.org](mailto:erica@cedarparkchamber.org) or fax at 512.260.9269.**