



## **AMBASSADOR GUIDELINES**

Serving as a Chamber Ambassador is an honor and requires a commitment to the mission of the Chamber... ***“People Promoting Business for the Benefit of the Community.”*** Ambassador membership also requires a substantial time commitment for attendance at Business after Hours, First Friday Coffee, ribbon cuttings, luncheons and special events. It is also one of the most rewarding Chamber programs providing its members with numerous networking opportunities.

### **PURPOSE**

To serve as the Chamber’s public relations team and act as official Chamber business promoters while providing an important communications link with new and renewal members.

### **DUTIES/RESPONSIBILITIES**

The Ambassadors serve as an elite group of the Chamber who work together to perform certain duties...

1. Ambassadors welcome new firms to Porterville through ground breaking ceremonies, grand openings and ribbon cutting ceremonies.
  - A. Ribbon cuttings are generally scheduled for 10:00 a.m. and Ambassadors are expected to arrive promptly by 9:50 a.m.
  - B. The business host is introduced and then the Ambassadors usually begin shortly thereafter with the ribbon cutting.
  - C. Ambassadors should bring their business cards to be included in the ‘Chamber Bag of Contacts’ which will be given to the business host.
2. Ambassadors act as Chamber hosts at Chamber events.
  - A. Introduce new members to Directors and other members at all Chamber events.
  - B. Staff the welcome table at Business after Hours & First Friday Coffee events
  - C. Make everyone feel welcome
3. Ambassadors contact new and renewal members at least once a year.

On a monthly basis, Ambassadors contact and thank renewing members for their membership and invite them to attend the next Chamber activity.  
Contacts by phone or in person must be made within 48 hours upon receiving contact names.
4. Each Ambassador will set as a goal for recruitment, a minimum of two members.

### **MEMBERSHIP**

1. Ambassadors must be a principal or employee (for at least 3 months) of a Chamber member firm or organization in good standing, or an individual Chamber member in good standing.
2. Membership shall be limited to 30 Ambassadors or more at the discretion of the Board.
3. Membership is automatically extended to Ambassadors who have achieved their minimum attendance requirements for the preceding year.
4. Ambassador membership is limited to one person from the same firm unless otherwise determined by the Chamber Board of Directors.

5. A prospective Ambassador shall attend a luncheon meeting, then complete an application and present it to the Chamber. When an opening is available, the application shall be submitted to the Board Liaison who will then submit it to the Board of Directors for approval.
6. A mandatory Ambassador orientation will be held annually during the first quarter of the new fiscal year.

### **ATTENDANCE**

50% attendance is required at ribbon cuttings, lunches and mixers.

### **MONTHLY MEETING**

The Ambassadors' monthly meeting shall be held on the first Wednesday of the month at 12:00 noon at a Chamber member restaurant or other location as determined.

### **DRESS CODE**

As the public relations team for the Chamber of Commerce, Ambassadors are asked to maintain an appropriate, professional appearance while representing the Chamber at Business after Hours, ribbon cuttings, and other functions. **Ambassadors will be required to purchase the official Ambassador blazer and/or Ambassador polo shirts to wear during any and all activities, weather permitting.**

### **TERMINATION**

Any Ambassador missing more than two consecutive luncheon meetings and/or not maintaining an attendance of 50%, per quarter each, at ribbon cuttings, mixers and various Chamber functions shall be dropped from membership.

### **CHAIRPERSON**

1. The Chamber Board Chair, with the approval of the Board of Directors, will appoint a Chairperson from the list of general members to serve a one-year term. Current Ambassadors are given preference and the Ambassadors will be asked to make recommendations.
2. The Ambassadors' monthly meeting shall be conducted by the Chairperson.
3. The Chairperson and designated Chamber office staff person shall maintain and distribute a current list of Ambassadors with their addresses and phone numbers.

### **BOARD LIAISON**

The Chamber Board Chair, with the approval of the Board of Directors, will appoint a member of the Board of Directors to serve as a Board Liaison to the Chamber Ambassadors. The Board Liaison will communicate Board plans to the Ambassadors and the Ambassadors' plans to the Board. The Liaison may also assist the Chairperson as needed.