

Hardee County Chamber of Commerce Ambassador Program

Introduction

Welcome to the Hardee County Chamber of Commerce Ambassador Program! Our goal is to help you develop your networking opportunities while volunteering at various Chamber and community functions. Ambassadors serve in a public relations capacity and as a liaison between the Chamber and member businesses as our official “hosts”.

The Chamber Ambassador Program is the volunteer committee to our Chamber. You represent the Hardee County Chamber of Commerce in our community and at Chamber-sponsored events. The Ambassadors are a group of dedicated volunteers from diverse businesses throughout the Hardee County area. The mission is to welcome, nurture, and recruit new and potential Chamber members; act as goodwill representatives at Chamber functions and aid in the support of Chamber members.

Some of the activities that will be requested from our ambassadors include:

- To welcome and involve existing members through participation in Chamber-sponsored events.
- To recruit new Chamber members.
- To visit new members to encourage involvement in the many programs offered by the Chamber.
- To act as hosts to introduce others.
- To greet everyone at social functions, making them feel welcome.
- To participate in Groundbreaking Ceremonies, Grand Openings, Ribbon Cuttings and Anniversaries.
- To participate in Business After Hours.
- To attend and assist at various festivals, programs, events, golf outings, and meetings hosted by the Chamber.
- To attend monthly Ambassador Committee coffee meetings.

Thank you for taking the time to be a dedicated member of the Hardee County Chamber of Commerce!

Ambassador Committee Statement of Purpose:

To welcome new businesses and individuals to the Hardee County; to act as an official Chamber host group to business people, dignitaries, and at such functions that seem appropriate to the idea of promoting the economic well being of our community; thereby enhancing the image of the Hardee County Chamber of Commerce.

1. Functions of the Ambassadors:
 - a. Recognize business development and recruit both new and established.
 - i. Visit and recognize supporters of the Chamber.
 - b. Recognize, honor, and promote specific events within the Hardee County business framework.
 - i. Anniversaries, open houses, expansions, festivals, etc.
 - c. Act as a link between the Chamber membership and the Chamber Staff/Board.
 - i. A liaison from the Ambassador Committee may attend the Chamber Board Meetings as requested.
 - d. The Ambassadors will also be responsible to act in the following capacities:
 - i. Serve as the official welcoming committee of the Chamber of Commerce
 - ii. Act as hosts for special functions.
 - iii. Act in a public relations capacity for the Chamber.
2. Structure:
 - a. Officers
 - i. The officers will consist of: Ambassador Chair and Vice Chair.
 - ii. Every year at the October meeting a nominating committee will be formed. Any ambassadors wanting to be considered for the Chair and Vice Chair position can submit their name to this committee within one week after the nomination committee is formed. The nominating committee will develop an election ballot based on the names that were submitted.
 - iii. Ambassadors will elect officers every year (no later than) December, at the monthly meeting by a majority vote. Both paper ballots and absentee ballots will be used. The elected Ambassador Chair and Vice Chair will be announced at the January committee meeting. The term of the Ambassador Chair and Vice Chair will begin February 1st, which will coincide with the Hardee County Chamber of Commerce Board of Director Terms.
 - iv. The Spectacular Ambassador "STAR" Award (Service, Teamwork, Attitude, Reliability) will be awarded bi-monthly to the Ambassador who meets the criteria in all four areas. The rotating award will be presented at a regular Ambassador Committee meeting.
 - v. Awards may be given up to three Ambassador's accumulating the most Ambassador points. These awards will be presented at the Annual Business Excellence Award Ceremony which is held in January each year.
 - vi. The Ambassador Committee will form ad-hoc committees when necessary.
3. Membership
 - a. Must be a Chamber member or a designee of a member organization in good standing.

- b. Membership is given by invitation to attend an Ambassador Committee meeting prior to approval. (Note: Any potential Ambassador must have completed an Ambassador Profile Form prior to the initial meeting.)
 - c. New members to the Ambassador Committee must purchase his/her own Navy jacket.
 - d. Membership limit is 30 members.
4. Attendance
- a. Members will be expected to participate in majority of functions, meetings, and/or scheduled activities. (Majority = 50%)
 - b. Attendance will be reviewed on a quarterly basis.
 - c. Points for attendance will be given for each event.
5. Cause for Removal
- a. Cause for removal may be for but not limited to the following reasons:
 - i. Failure to attend functions.
 - ii. Unprofessional conduct that is not in the best interest of the Chamber, and Chamber Staff/Board.
 - iii. Not meeting eligibility requirements.
 - iv. The decision to remove an Ambassador will be made by Chamber's Executive Director.
6. Disciplinary Action
- a. The steps listed below will be taken if disciplinary action is needed for not meeting any of the above requirements.
 - b. A verbal warning will be issued from Chamber Staff, along with written documentation.
 - c. The Chamber's Executive Director will schedule a verbal discussion with the Ambassador's employer, which would also include a written dismissal from the Ambassador Committee. *Extreme actions will be addressed by the discretion of Chamber Staff.*
7. Meetings
- a. Meetings will be held once a month. The schedule will be published and communicated in advance.
 - b. Business meeting minutes will be taken by Chamber liaison and will accompany the agenda.
8. Dress
- a. Each member will be required to wear Ambassador attire during functions. (Ribbon Cuttings, Mixers, Special Events, etc) Navy Ambassador Golf Shirts are appropriate in the summer, all other times a Navy Ambassador jacket with name badge is required.
9. Public Relations
- a. All publicity will be channeled through the Hardee County Chamber of Commerce liaison.
 - b. The Chamber liaison will schedule official functions requiring Ambassadors attendance.

Ambassador Code of Etiquette

Remember when you first opened your business? The excitement, the nerves, the hope that everything would run as smoothly as you had planned. Now, remember your first ribbon cutting. Do you recall the anxiety and anticipation that you felt? This is how every business owner/representative feels. You can either help or contribute to their anxiety at each and every Ambassador event. Let's work together to help everyone feel terrific about their Chamber involvement. Here are just a few friendly reminders that we should all pay attention to:

- Cell phones should either be on vibrate or off for the event.
- Talking during announcements and speeches should be eliminated.
- Whenever you are functioning as an Ambassador, please do not place your business cards, brochures, or promo items on areas not designated for that purpose, unless permission was granted by the business owner/manager. It's, however, appropriate to introduce yourself and hand out business cards.
- Smile and be friendly at all times, and help make the business owner/manager and its guests feel welcome.
- Attire should be business appropriate. Navy jackets should be worn whenever you are functioning as an Ambassador unless otherwise noted.
- Introduce yourself and those around you to newcomers, and welcome them in to your conversation.
- Be on time, and if you need to leave early, please do so discreetly. Try to plan your time appropriately, and note that programs/events may not start and end as scheduled. Give yourself enough time.
- If food or beverage is provided, you may partake when appropriate to do so. But, please remember you are there as a volunteer to assist.
- When at an event as an Ambassador, please remember that you are there representing the Chamber and your business/organization.

Ambassador Points System

Points	Description
15	MR - Member Referral***
10	SL - Sponsorships Lead***
6	SE - Special Events *Minimum of 3 hr commitment
5	MLL - Monthly Lunch & Learn
4	RC - Ribbon Cutting
3	MX - Mixer
2	COM - Committee Meeting

***Referrals and Leads only count when membership or sponsorships are paid in full.

Ambassador Committee Participant Commitment Form:

Name: _____
Company: _____
Address: _____
Phone: _____
Email: _____
Supervisor: _____

Why do you want to serve as an Ambassador?

The Ambassadors, as the volunteer arm of the Hardee County Chamber of Commerce, must evidence a commitment commensurate with the leadership role that they have accepted.

Upon my acceptance as a member of the 2019-2020 Ambassadors Program, I pledge to the best of my ability, my commitment to use my very best efforts to fulfill this obligation by:

- Attending all Ambassador monthly meetings as scheduled. I understand that I am required to attend 50% of meetings and events throughout the year to stay on the committee.
- Promoting the Ambassador goals and objectives.
- Actively serve as Hospitality Specialist or Greeter at Chamber events and activities, including but not limited to Ribbon Cuttings, Mixers, Luncheons, Special Events, etc.
- Wearing of the Ambassador Navy Jacket for easy recognition at Chamber events and functions is required.
- I will do my best to promote membership in the Chamber bringing on new members and encouraging business to join the Hardee County Chamber of Commerce.
- Exercise due diligence in contacting assigned members through call, mailings, visits, and other creative means of relationship building.
- Do not speak or accept inquiries from the Press on behalf of the Hardee County Chamber of Commerce.

I have read the Ambassador Manual and agree to fulfill requirements and goals as indicated.

Ambassador Signature Date

Supervisor of Ambassador Date

Recorded By Chamber Representative Date