



Ambassador Handbook

Welcome to the Ambassador Program of the Henderson County Chamber of Commerce

Your participation and support of the Ambassador Program will be both rewarding and challenging. Ambassadors are the vital public relations arm of the Chamber and we appreciate your commitment and dedication to both Chamber members and the Henderson County surrounding business community. Attributes of an Ambassador include the following:

- Ambassadors should generate excitement, enthusiasm and a sense of camaraderie and support for the community at civic, community, and Chamber events.
- Ambassadors possess good organizational skills, dependable, and an honest person
- Ambassadors exhibit the goals and ideals of the Chamber while being permitted to promote their business.

Henderson County Chamber of Commerce

Our Mission: Building business for a strong community.

Our Vision: The Henderson County Chamber of Commerce advocates for business through public policy, new business recruitment, and providing member businesses with the opportunities to network, learn and succeed.

Ambassador Committee Mission & Goals

Mission:

To act as the customer service arm of The Chamber and to organize networking activities and special events, as well as encourage existing and new member involvement.

Goals:

- Increase retention by involving new and existing members (90%).
- Offer numerous networking opportunities throughout the year.
- Help members celebrate successes and assist start-up businesses with publicity.
- Welcome new members to The Chamber and educate them regarding the benefits of membership.

Benefits of Being an Ambassador

As Leaders in the business community, Ambassadors find their volunteer experience rewarding because of the opportunity to celebrate business growth in Henderson County, support the Chamber with their time and expand their business potential through networking. During your tenure as an Ambassador, you will experience the following:

- Greater visibility for your business, with increased name and face recognition.
- Opportunities to interact with new businesses in the community.
- Greater opportunity for direct input to the Chamber.
- Exclusive opportunities and priority invitations to community activities and events.
- Lasting business relationships and friendships.
- Leadership and volunteer opportunities within the Chamber and community.
- Potential media coverage from attendance at Chamber events.
- Opportunities to help the community/show community pride.

Duties & Responsibilities

At any event it is the responsibility of the Ambassador to sign-in or check-in with a Chamber liaison if there is not a sign-in sheet, to ensure that their attendance is recorded.

- AM Power Hours, Business After Hours
 - AM Power Hours and Business After Hours are two of our ongoing networking events each month. We have different activities that will need assistance during these events: welcome/check in, collect business cards for raffle, 50/50 raffle, door prizes, wallflower finders/mingle, networking beast, announcements, pictures, etc.
- Ribbon Cuttings, Grand Openings, Ground Breakings
 - Ribbon cuttings, grand openings, ground breakings celebrate new business or business growth in the community. These activities represent opportunities for economic development, employment, and county growth. As such, Ambassadors provide a welcoming service as the public relations arm of the community.
 - Ambassadors are asked to arrive at the scheduled time of the ribbon cutting. Within 15 minutes of the advertised starting time, the ribbon cutting or ground breaking picture should be taken. In some instances, there are variables outside of the control of the Chamber staff that stretch the event out longer, but this is the goal the Chamber tries to adhere to. Afterwards, you are encouraged to stay and visit with new members.
- Other Chamber Activities as requested by staff:

- Annual Events (Annual Chamber Dinner & Awards, Annual Golf Tournament, Camp Field Day, Gutterball Classic, MEGA)
 - These events consist of jobs like set up, welcome/check in, bartending, raffles, serving food, announcements, guiding guest to seats/tables, pictures, tear down and trash pick-up.
- New Member-Mentor Program
 - Each month, ambassadors are asked to reach out to new members who joined since the last meeting. Utilizing the membership directory report, Ambassadors ensure member information is accurate and complete, encouraging updates before the next gathering. Use the time to confirm emails are being received, and extend invites to upcoming events, fostering a sense of belonging and engagement.
 - As an extra bonus for being an Ambassador, we want to reward those who have developed relationships with their new member. For every new member that renews for their second year, you'll be entered to win a local gift card of \$100. These drawings will happen every 6 months.
- Member Recruitment
 - A key function of Chamber Ambassadors is to help identify business owners who would benefit from more community involvement through Chamber membership and invite them to join. Ambassadors should be aware of membership benefits and privileges so that they can extend the invitation when appropriate.
 - Feel free to call the Chamber office with any questions you have about member services so that you are equipped to answer those same questions from others as you go out into the community. Membership packets and information are available at the Chamber office.
- Name Badges
 - Ambassadors are encouraged to wear their Ambassador badge to all Chamber functions and events. This is the primary identification of your official affiliation with the Chamber and is especially important when you go on recruitment or retention visits. It is helpful for other business professionals who are looking for direction at an event or perhaps have a question about membership, to see (as well as hear) that you are an official representative of the Chamber of Commerce.
 - The first name badge is provided after 3 months, if a replacement is needed the cost is \$20.00. If you are not at a Chamber-sanctioned event or activity, please do not wear your official Ambassador Name badge, unless you are meeting with a prospective member.
- Professional Attire
 - Ambassadors must dress and behave professionally when representing the Chamber at any event (work uniforms are acceptable professional attire).

Eligibility & Qualifications

To qualify as a Chamber Ambassador, individuals must be active members, demonstrating commitment through regular attendance and/or committee involvement, and timely membership renewal. Strong communication skills, enthusiasm for networking, and knowledge about Chamber services, programs and activities, and the business community are essential. Professionalism, a positive attitude and representation, and respectful conduct are fundamental. Interested individuals, whether members or representatives, must adhere to the handbook guidelines and gain approval from the Committee (comprising the Chamber President, Chairs of the Ambassadors, and Chamber Board of Directors) before commencing their role as an Ambassador.

To remain an Ambassador in good standing you must participate in the following in each 12-month period:

- Attend Ambassador Monthly Meetings, which are held on the 3rd Wednesday of each month at 12:00 PM. If you are unable to attend, the chair or staff must be notified (no more than 4 meetings can be missed in a calendar year.)
- Attend 40% of Ribbon Cuttings
- Help staff as requested with Special events, etc.
- Ambassadors not meeting the requirements will be asked to step down as an Ambassador and are welcome to re-apply when their schedule permits
- If two complaints are received regarding your conduct, your Ambassador status will be re-evaluated.

Participation

The Chamber Staff or Chairs of the Ambassadors will keep track of attendance throughout the year, it is the responsibility of the Ambassador to check in with them to ensure attendance is recorded accurately. Documentation will be provided at the monthly Ambassador meetings for each Ambassador's current attendance standing.

Ambassador of the Quarter & Year will be awarded to the volunteer who consistently goes "Above & Beyond" when representing the Chamber, which is calculated through their points. The recipients will be recognized and presented with the Ambassador of the Quarter at Business After Hours, while the Ambassador of the Year will be awarded at the Annual Chamber Dinner & Awards.

Ambassador and Chamber Agreement/Commitment Member Code of Conduct

As a Member of the Henderson County Chamber of Commerce, I recognize that membership is a privilege and that a membership brings with it the responsibility to assure that all members understand and commit to the following code of conduct.

The code of conduct shall, without limitation, require members and all participants of Chamber-sponsored programs to:

1. Refrain from publicly disparaging the business practices of fellow members and refrain from condoning or engaging in misrepresentation or unethical practices.
2. Conduct business and professional activities in a reputable manner so as to reflect honorably upon the business community and fellow Chamber members.
3. Respect the reputation, profile, and status of the Henderson County Chamber of Commerce, and represent the Chamber accordingly.
4. Understand, support, and promote the Mission of the Henderson County Chamber of Commerce and cooperate with fellow members in the application of this Code of Conduct.
5. Whenever reasonably possible, participate in the functions and activities of the Chamber, and promote the enhancement of business growth within Henderson County.
6. Observe the highest standards of ethics in rendering services and/or offering products for sale, based on the members' own knowledge and expertise.
7. Refrain from engaging in any practices prohibited by law or seeking unfair advantage over fellow members and conform to all laws established by Municipal, State and Federal governments for the control of said business, where applicable.
8. Present a true presentation in all advertising. Goods and services shall be advertised in accordance with all Municipal, State and Federal legislation.
9. Respect the role of the Chamber staff.
10. Protect the integrity of the Ambassador Program, as well as the Henderson County Chamber of Commerce Mission.
11. Networking with your Chamber Member is encouraged; using engagement calls to promote your business is prohibited.
12. As an Ambassador of the Henderson County Chamber of Commerce, you recognize that you are a co-partner in the important work as a volunteer to improve the economic and civic life of the community through the Chamber. You have assumed a position of public trust.
13. The Henderson County Chamber of Commerce strives to maintain an environment that is free from discrimination and harassment. Any Ambassador who engages in discriminatory or harassing conduct (verbal or physical) is subject to removal.
14. If two complaints are received regarding your conduct, your Ambassador status could be terminated.
15. Ambassadors must dress and behave professionally when representing the Chamber at any event (work uniforms are acceptable professional attire).

I also understand that the failure to adhere to the professional and personal obligations of the Henderson County Chamber of Commerce, as outlined above, can result in the termination of my/our membership.

Ambassador Agreement and Commitment

Ambassadors represent one of the most important volunteer groups within the Henderson County Chamber of Commerce. As an Ambassador, I am responsible for assisting and maintaining open lines of communication between the Chamber and its members.

While Ambassadors enjoy the privilege of expanding their business contacts, as an Ambassador, I am responsible to refrain from exploiting this privilege or these contacts and will not add other Ambassador's/Chamber members to my customer contact list without their permission.

Ambassadors should be exemplary in their business ethics and practices, are expected to be active in Henderson County Chamber of Commerce activities and should familiarize themselves with all aspects of the Chamber to truly be recognized as a representative of this organization.

I have read the above obligations of the Henderson County Chamber of Commerce Ambassador Program and pledge that I will fulfill these expectations to the best of my ability. I understand that if I do not meet the participation guidelines outlined in the Member Code of Conduct and the Ambassador Program Manual, I can be removed. I agree to re-apply to the Approval Committee should I choose to do so.

Signed: _____

Business: _____

Date: _____

Please submit this signed page to the Chamber office:

Henderson County Chamber of Commerce

204 Kanuga Rd

Hendersonville, NC 28739

