



## **AMBASSADOR COUNCIL GUIDELINES**

*Guidelines are official recommendations indicating how something should be done or what sort of action should be taken in a particular circumstance.*

### **ARTICLE I- NAME**

The name of this organization shall be the Chamber Ambassadors (Ambassadors). The Ambassadors is a standing committee of the Greater Boerne Chamber of Commerce, Inc. (Chamber).

### **ARTICLE II - PURPOSE**

The role of an Ambassador is to serve in the capacity of official host for the Chamber by attending Chamber events such as: Ribbon Cuttings, Grand Openings, Ground Breakings, Mixers, Civic Affairs, Conventions, Reception, and to greet Visiting Dignitaries.

### **ARTICLE III- MEMBERSHIP**

**SECTION 1:** Those interested in becoming Ambassadors will complete an application which will be reviewed and approved by the Ambassadors Executive Committee. Each applicant will meet with a Membership Committee representative who will review the Ambassador Guidelines with them. Membership in the Ambassadors is based upon availability.

**SECTION 2:** A candidate for membership in the Ambassadors must be employed by or be associated with an active member of the Chamber. Present members may change employers and retain membership, upon approval of the Executive Committee.

**SECTION 3:** A new Ambassador must maintain at least a 40% average attendance each month for the first six months. To maintain membership, an Ambassador must attend at least forty percent (40%) of all functions per six (6) month rolling period. In order to be counted as present at an event, Ambassadors must be on time, and present at the time video is being filmed and photo is taken. Ambassadors must try and mentor new members.

**SECTION 4:** If a member does not comply with attendance requirements, a letter may be sent advising them that their attendance is not in compliance with the guidelines. If the attendance does not improve within 90 days, an Ambassador may be removed from the roll.

**SECTION 5:** The position of **Honorary Member** may be bestowed on an Ambassador after they have been a member for seven years. Honorary Ambassadors cannot serve on any committees nor will they have voting privileges. There is no attendance requirement for an Honorary Member. At this point, an active Ambassador can choose to become an Honorary Member or remain an Ambassador with active status. The purpose of an Honorary Ambassadors is to bring experience and guidance to the Ambassador Organization.

**SECTION 6:** General membership meetings will be held at 11:45 a.m. on the first working Wednesday of each month unless specified differently by the Ambassadors or Chamber.

#### **ARTICLE IV - OFFICERS**

**SECTION 1:** Officers of the Ambassadors will consist of the **Chairperson, Co- Chairperson, Past Chairperson and Secretary**. No one officer shall serve a term greater than two (2) year per position, except the Secretary.

**SECTION 2:** The duties of the officers will be:

A. The **Chairperson** conducts meetings of the general membership and Executive Committee. In addition, he or she will represent the Ambassadors at Chamber events.

B. The **Co-Chairperson** is the acting Chairperson in the absence of the Chairperson. Co-Chair will be the incoming Chairperson after serving their existing term. In the event that the Chairperson is no longer able to serve his or her term, the Co-Chairperson will complete the Chairperson's term, then serve his or her term as stated above.

C. The **Secretary** is a designated Chamber employee, and holds an ex-officio position with the Ambassadors. Secretary's duties are recording and presenting minutes and serving as liaison between the Chamber and the Ambassadors.

#### **ARTICLE V - COMMITTEES**

**SECTION 1:** Committees of the Ambassadors will consist of the following:

A. **Membership Orientation Committee** is composed of three members appointed by the Ambassadors Executive Committee. They will meet with the new applicants to discuss the Ambassadors guidelines, history, and general information. **Ambassador training must be conducted a least once a month as needed.**

B. **The Ambassadors Executive Committee** is composed of the Chair, Co- Chair, Secretary, and Immediate Past Chair. The Immediate Past Chairperson will remain on the Ambassadors Executive Committee. This position is to lend continuity to the Ambassadors program. The duties of the Executive Committee include:

1. Meeting to review applications for membership, attendance reports and any pending business.

2. Collecting and counting Secret Ballots submitted by the Ambassadors for the Ambassador of The Year Award. This award will be presented at the Chamber's Annual Meeting. A criterion of this award is based on attendance at functions, general attitude, civic involvement, and general support of the Ambassadors.

C. **Miscellaneous Committees** are appointed by the Executive Committee on and as needed basis.

## ARTICLE VI - AMBASSADOR ETIQUETTE & CONDUCT

**SECTION 1:** The Ambassador rules of etiquette include:

- A. On Time Arrival** - Ambassadors have to be on time for the videotaping to be counted present.
- B. Mixing and Greeting** - Ambassadors will greet the host upon arriving at events and mix among those gathered.
- C. Business Cards** - It is the Ambassadors' responsibility at each event to give their business card. A business card holder will be passed around at the ribbon cuttings for Ambassadors to place their cards and don't forget to sign the ribbon after the cutting that will be given to the business owner/host.
- D. Handling difficult situations** - Difficult situations should be addressed to chamber staff or the Ambassador Executive Committee. Ambassadors should NOT give out their business information or solicit in any way during ribbon cuttings. After hour business mixers Ambassadors should NOT hand out flyers/advertisements unless they have been approved by business owner/host, only business cards should be exchanged.
- E. Food and Beverage** - Ambassadors may enjoy the food and drinks, but are asked not to over indulge.
- F. Proper Exiting**- Before leaving an event, congratulate the Host.

**SECTION 2:** It is a privilege to be an Ambassador. Poor conduct by any Ambassador at a Chamber related venue or business will be addressed by the Executive Committee and Chamber leadership and will result in dismissal from the Ambassador Council. This includes any negative or derogatory comments against any business whether they are members or non-members.

## ARTICLE VII - AMENDMENTS TO THE GUIDELINES

**SECTION 1:** The chairperson will appoint a Guideline Review Committee to make changes as needed.

**SECTION 2:** These Guidelines may be amended or altered by a majority vote (67%) of the members present at any regular meeting of the Ambassadors, provided notices of the proposed changes have been forwarded to each voting member no less than seven (7) days prior to such meeting.

**SECTION 3:** The Executive Committee, at their discretion, may modify any of the above guidelines.

### **Ambassador Officers:**

**Chairperson:** Conducts the business meeting and prepares the agenda. He or she works closely with the Secretary and the Honorary Members.

**Co-Chairperson:** Will arrange for and notify the Secretary of future meeting places and conducts the business meeting in the Chairpersons absence.

## **Criteria for Ambassador of the Year Award:**

*The Ambassador of the Year Award is given to one outstanding person for his or her contribution to furthering the goals of the Chamber's Ambassador Committee. The Ambassadors are professional men and women who have volunteered their time to serve as liaisons for the Chamber and its membership. Your consideration should be given to those Ambassadors that attend Chamber events regularly, has a strong presence in the Ambassador Club such as: holds a leadership role volunteers for sub-committees and special projects, has a positive and motivating attitude and has been an Ambassador for at least a year.*

### **Ambassador/Membership Council Membership Commitment Agreement**

*As an active member of the Ambassador/Membership Council, I understand the minimum activity requirements and responsibility expected of me.*

*I understand that if I do not attempt to meet these requirements, I may resign or be asked to allow other Chamber members the opportunity to serve on the Council.*

**As an Ambassador, I commit to making every effort to meet these guidelines:**

- **Attend monthly Council meetings** – First Wednesday at 11:45 a.m. at the Greater Boerne Chamber of Commerce conference room. A reminder will be sent prior to the meetings.
- **Attend no fewer than 40% of Chamber Events every six months**
- **Serve as greeters and hosts at Chamber Events** – Ribbon cuttings, Business after Hours Mixers, Networking Breakfasts, Chamber luncheons and Chamber 101 New Member orientation.
- **Participate in Member Mentorship Program** – These are assigned at the monthly Council meetings.
- **Participate in New Member Retention Program**
- **Participate in Operation Thank You and other membership drives each year.**

Signature: \_\_\_\_\_

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

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

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

Nominated by: \_\_\_\_\_

## Confidentiality Agreement

All Council and Committee members are asked to sign the following confidentiality agreement at the time of appointment as a Council and/or Committee member of the Greater Boerne Area Chamber of Commerce.

In the course of serving on a council and/or committee, members may acquire confidential or proprietary information. Such information is to be held in strict confidence and discussed on a need-to-know basis only with other council and/or committee members or Chamber Board members.

By signing this agreement, the individual agrees to this "Confidentiality of Information" Policy and acknowledges that violations of confidentiality will result in disciplinary action and possible termination or removal from the Council or Committee on which you serve.

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

**Company Represented:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

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

**Name of Council:** \_\_\_\_\_

**Name of Committee:** \_\_\_\_\_

## Membership and Mentorship

This program promotes retention of members in the Greater Boerne Chamber of Commerce. The Ambassadors have the key role as contacts for new members as they learn more about the Chamber as their business organization in the Boerne area.

The program is simple. During their first year, new members are contacted by a Chamber Ambassador, allowing them to build rapport with an experienced Chamber member – you!

Here's a simple guideline to use. Your "call" should be in person, if possible.

- Identify yourself as an Ambassador of the Greater Boerne Chamber of Commerce and ask if they have a moment to visit. If not, set a specific time to return the call and be sure you do.
- Tell them the purpose of the call:
  - To let them know how much we appreciate them as a member
  - To offer assistance or answer questions about the Chamber
- If you are meeting with them in person and learn they have not scheduled a Ribbon Cutting or received their free labels, suggest they call Lisa at the Chamber for assistance with either.
- Ask if they are receiving the Network E-News, the Chamber newsletter online. If they aren't please let the Chamber staff know so we can get them on constant contact.
- Review the calendar and the monthly opportunities available for networking. If they have not attended a luncheon yet, you may wish to "invite" them as your guest to the next luncheon.
- Tell them about the Chamber website ([www.boerne.org](http://www.boerne.org)) and let them know that the calendars are available 24 hours a day.
- Encourage them to drop by the office and meet the staff and see our facility. The coffee pot is usually on.
- Of course, thank them for their time. Leave your business card so they may contact you at a later date.
- Please feel free to contact them numerous times throughout the first year to invite them to activities or just to see how they are doing. Remember, your personal touch may be just the thing they need to continue their membership.
- Let them know to check the online directory for links, categories etc...and to know how to get through member login to make their changes.