



Ambassador Program Guide & Application



Dear Chamber Member,

Thank you for your interest in serving as an Ambassador for the South Lake Chamber of Commerce. This position is of critical importance in our effort of advancing the mission of the Chamber.

This guide includes information regarding the duties and responsibilities that come with being an Ambassador. Please review the guide in its entirety and contact me with any suggestions or comments at 352-394-4191 or via email at lauras@southlakechamber-fl.com.

After reading through the guide, if you feel that you could commit to serving as an Ambassador, please complete and submit the application included.

Sincerely,
Laura Senzamici
Director of Membership and staff liaison to Ambassador Committee
South Lake Chamber of Commerce
lauras@southlakechamber-fl.com
352-394-4191



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General Chamber Information

Mission Statement

The mission of the South Lake Chamber of Commerce is to develop, promote and sustain a vital, thriving business climate throughout the community and to initiate, support and enhance the civic, educational and economic well-being of the area. **The Ambassador Committee** is one of the vehicles to fulfill this mission.

Our Vision Statement

To be recognized in South Lake County as the hub of pro-business and community influence, characterized by:

- An engaged and informed membership.
- A focus on producing beneficial results that strengthen a community-building process.
- The nurturing of a diverse and vibrant, regional economy.
- Relationships
- Respect
- Results

Chamber Staff

David Colby	President
Laura Senzamici	Director of Membership
Chelsea Swart	Director of Marketing
Dorrie Tripp	Office Admin & Bookkeeper



2017 Ambassadors

Al Schlazer	WDW – Retired
Basha Schlazer	Belk Stores
Bill Olsen	Reed Nissan
Carole Holden	Glemtree Advertising
Darlene Misciagno	Remax Titanium
Debbie Flinn	City of Minneola
Debra Flora	Dana Realty
Everett Gates	One In Christ Ministries
Gerry Ash	Ash Travel
Joe Jamieson	Success Mortgage Partners (Chair)
Kathy Scherer	Kiwanis
Keith Ritman	Florida Blue
Keith Mullins	Bacchus Vino Etcera
Lea Tran	Distinctive Designs
Linda Sheets	Li Li’s Lites
Nancy Wilkins	Premier Choice Insurance (Co-chair)
Sham Ramrattan	Office Depot
Steve D’Amico	D’Amico & Associates
Thom Battisto	Read to Sydney
Susan Saunders	Saunders Prosthetics & Orthotics Group
Martha Soto	South Lake Mobile Window Tinting

Program Introduction

Program Mission

It is the mission of the South Lake Chamber of Commerce Ambassador Program to promote member commitment and increase retention by:

- Educating members about the services and benefits of Chamber membership
- Fostering new member engagement in Chamber programs, events and committees
- Serving as a liaison between Chamber staff and the general membership

Who are the Chamber Ambassadors?

The Ambassador Committee is representative of the South Lake Chamber of Commerce’s diverse membership. These dedicated volunteers donate their time and talent to assist the Chamber with a variety of activities and initiatives throughout the year. Ambassador commitment is to serve a minimum of one calendar year.



Program Benefits

Program Benefits for the Ambassadors

- Increased name and face recognition for individual/business
- Increased networking opportunities including:
 - Connecting one-on-one with new and existing Chamber members
 - Gaining referral opportunities through other Ambassadors
 - Presenting a business introduction at an Ambassador meeting
 - Opportunity to meet local business and community leaders
- Recognition via “Ambassador of the Year” awards
- Recognition in “Ambassador Spotlights”
- Opportunity to get insider’s perspective of the local business community
- Opportunity to help the community/show community pride
- Potential media coverage from attendance at Chamber events

Program Benefits for the Chamber

- Increased visibility within the community
- Better understanding of membership needs
- More involvement of existing Chamber Members
- Ability to manage events more effectively
- Increased recruitment opportunities
- Member retention

Program Benefits for General Membership

- Increased access to contacts who can aid and answer questions
- Members will feel more connected to the Chamber
- More frequent Chamber communication
- Potential for increased referrals



Ambassador Roles and Responsibilities

Requirements

Ambassadors are required to:

- Be a current member of the South Lake Chamber of Commerce
- Participate in the Ambassador Orientation Program
- Serve for a period of at least one calendar year
- Commit to a minimum of five to ten hours of service per month
(Hours may vary based on the number of events)
- Always promote the Chamber in a positive manner

Service Opportunities and Responsibilities

Ambassadors can select which activities he/she participates in to complete the required number of hours.

Opportunities may vary, but can include:

- Staffing the welcome/registration table at Chamber events and meetings
- Attending ribbon cutting / grand opening celebrations
- Serving as a mentor for new Chamber members and connecting with existing members as they renew
- Delivering Chamber materials to members as necessary throughout the year, such as plaques, awards, event materials, etc.
- Welcoming new Chamber members at Member Orientation
- Recruiting new members
- Referring Ambassador Candidates to Chamber staff
- Promoting upcoming Chamber events
- Other varied duties

Service Hours

Opportunities will be announced via email. If an opportunity is of interest, an Ambassador should reply to the email message. Opportunities are generally filled on a first-come, first-served basis. The Chamber and/or Ambassador Chair may use discretion in assigning opportunities.

Finding a Replacement

If an Ambassador accepts an opportunity to serve and is unable to fulfill the requirement, it is greatly appreciated that the Ambassador finds a replacement. The Ambassador should refer to the Committee contact list and group email list to reach out to fellow Ambassadors. As soon as a replacement is identified, notify the Chamber with his or her name.

Additional Responsibilities

While service hours are the main responsibility, the following are some additional responsibilities:

- **Attend Ambassador Meetings.** To help facilitate communication, the Committee meets monthly. These meetings present an excellent opportunity to network with fellow Ambassadors. Past events, upcoming opportunities and on-going projects such as **We Noticed** or **Ambassador Choice** awards are also discussed. Meetings are held the last Tuesday of each month at 8:00 AM at member locations.



- **Attend Chamber events regularly.** Ambassadors are encouraged to attend Chamber events, even if they are not officially “working.” Being an Ambassador means showing support for the organization and should be viewed as an opportunity to network, not as an obligation.
- **Understand and articulate Chamber membership benefits.** Through Ambassador Orientation and on-going training, Ambassadors should become familiar with everything the Chamber has to offer. If members or potential members have questions about membership, Ambassadors should be prepared to provide answers or direct them to the appropriate Chamber staff member.
- **Facilitate communication between Chamber staff and membership.** If an Ambassador encounters a member with an issue or sees a trend (positive or negative) during interactions with members, always communicate this information to Chamber staff. Likewise, make sure to communicate messages from the Chamber to members as appropriate.
- **"Network" for fellow Chamber members by promoting their products and services.** The Chamber’s priority is to its members. Whenever possible, recommend Chamber member products and services.
- **Serve as a liaison between the Chamber and new members.** New members often have interesting perspectives. They may offer ideas from other Chambers they belonged to in the past or may share expectations as a new member. Always listen to what they have to say and assure them that their comments will be shared with Chamber staff.
- **Represent your business or organization as well as the Chamber.** An important part of being an Ambassador is representing your business. Ambassadors are encouraged to wear their business nametag as well as their Ambassador badge. Ambassadors should use their business or organization name when making an introduction and add that they are also a Chamber Ambassador.

Chamber Responsibilities to the Ambassadors

In return, Ambassadors should expect the following from the Chamber:

- Training on the skills and information required to complete Ambassador responsibilities
- Access to critical Chamber information need to serve as an Ambassador
- Responses to Ambassador requests for member follow-up
- Acceptance of feedback presented by Ambassadors
- Recognition for a job well done
- “Ambassador of the Year” award
- Continued support
- Appreciation for commitment as an Ambassador



Chamber Membership Benefits

Ambassadors play an important role in educating new and potential members about the benefits of South Lake Chamber of Commerce membership. Chamber benefits fall into three main areas: networking, business visibility and community involvement/information. Please note that many of these benefits fall under more than one category, but in the interest of space are listed here only once.

Business Promotion & Recognition

- Listing in the South Lake Chamber membership directory
- Celebrate with a ribbon cutting ceremony and photo for grand openings, new location, etc.
- Recognition as member with a certificate and/or window sticker
- \$100 advertising credit with the Daily Commercial.
- Free photo in the South Lake Tablet.
- Free ribbon-cutting and pronation in the media.
- Use of Chamber logo on all business materials (with courtesy permission)
- Opportunity for promotional material distribution at the South Lake Chamber/Clermont City Center
- Exclusive member-only paid marketing opportunities, including: event sponsorships, mailing labels, Chamber website ads, e-newsletter ads
- New member listing in the Business Beat e-newsletter
- Inclusion of event on Members' Events calendar on Chamber website
- Share business news and events through Chamber's social media network
- Business referrals by the Chamber office
- Member-only discounts in business products and services.

Network and Grow Your Business

- Annual events: South Lake Business Awards, Taste of South Lake, Winefest, Teacher Appreciation
- Member-only events – First Friday Chamber Connection, Business After Hours, Chamber Breakfasts
- Chamber affiliated leadership meetings: Young Professionals
- Chamber affiliated groups: South Lake Business Leaders, South Lake Business Referral Group



Ambassador Role in Detail

Member Mentoring

The Ambassador Mentoring Program pairs new Chamber members with Ambassadors. The goal of mentoring is to encourage meaningful and beneficial participation on the part of the new member in the Chamber's programs and events. New members that benefit from a positive experience with the Chamber are more likely to participate in the community and continue their membership in the future.

Benefits to the Ambassador

The Ambassador Mentoring Program gives both the Ambassador and the new member an opportunity to build a lasting business relationship. As the relationship develops, both can benefit from increased business exposure, referrals and an expanded business network.

Ambassador Responsibilities – New Members

- Ambassadors will receive a contact card and/or an email from Chamber staff regarding the assigned pairings between members and mentors. The list will include the business name, contact information and a brief explanation of the business.
- Ambassadors interested in being a mentor to a new member should notify Chamber staff. Requests will be handled on a first-come, first-served basis.
- When making first contact via phone or email, the Ambassador/Mentor should invite the new member to the next Chamber event. If the Ambassador/Mentor cannot attend the event with the member, encourage the member to seek out the Ambassador who will be working that event.
- Over the next three-month period, Ambassadors must contact the new member at least two additional times via phone, email or in person. Some ideas for contacting the member include:
 - Follow up on first event attendance and experience at the event
 - If they haven't attended yet, invite them to a **Member Orientation**. If they cannot attend, find out why and relay information to Chamber staff.
 - Ask if they have any questions about member benefits
 - Ask questions to learn more about their business to provide referrals and to build a business relationship
 - Send them an article or newspaper clipping that might be of interest
 - Invite them to attend an upcoming event
- The Ambassador/Mentor is responsible for tracking and reporting on contact made with the new member to Chamber staff. Time will be allotted at Ambassador meetings to review contacts made to identify any trends or issues that need to be addressed. If Chamber staff is not at a meeting, the Chair will report information to Chamber staff.

Ambassador Responsibilities – Existing Members

- Ambassadors will receive an email or printed list from Chamber staff regarding the members who are mid-way through their membership year (6 months prior to renewal) for a mid-year check-up. The list will include the business names, contact information and a brief explanation of each member.



- When making contact via phone or email, the Ambassador should thank the members for their support and membership. Some other ideas for the six-month check-up are:
 - Invite members to the next upcoming event
 - Ask if they have attended a **Member Orientation**. If not, provide the next date/time. If yes, ask if other staff members could benefit from attending.
 - Ask if they have any questions about member benefits
 - Ask questions to learn more about their business to provide referrals and to build a business relationship
 - Review information in membership directory listing, including staff contacts, website address, etc.
- The Ambassador is responsible for tracking and reporting contact made with the members to Chamber staff. Time will be allotted at Ambassador meetings to review contacts made to identify any trends or issues that need to be addressed. If Chamber staff is not at a meeting, the Chair will report information to Chamber staff.

Ribbon Cuttings

Ribbon cuttings give Ambassadors the opportunity to participate in the celebration of a new business. It is a great way to take a short break from the work day to welcome new members. Ambassadors are not typically assigned to Ribbon Cuttings but are encouraged to attend.

Benefits to the Ambassador

- Participation in the celebration of a new business or location
- Chance to meet local leaders
- Opportunity to network in a fun, low-pressure environment

Ambassador Responsibilities

- Arrive at the ribbon cutting location at the designated start time, or earlier
- Wear Ambassador badge & Ambassador jacket or Ambassador shirt
- Network
- Assist Chamber staff, if requested. This may include helping with the ribbon and scissors, assisting with the photos, etc.

Business After Hours & Chamber Monthly Breakfasts

Ambassadors play an important role at all After Hours events. If an Ambassador is not working the event, they are encouraged to attend whenever possible to network and make connections between new and existing members. A minimum of six Ambassadors are scheduled to work After Hours. Four Ambassadors should mingle with the crowd and two Ambassadors are at the registration table.

Benefits to the Ambassador

- Opportunity to increase name and business recognition in the community
- Opportunity to be the first face attendees see when they come in the door
- Opportunity to network with all attendees



Ambassador Responsibilities

- **Proudly represent the Chamber and your business.** Be positive about the Chamber and take pride in your role as an Ambassador and a Chamber member.
- **Help with set-up and break-down for the event.** Arrive 10 - 15 minutes early. The tasks will vary based on the location and host for the event, but may include unloading and loading Chamber materials, setting up the registration table, helping with decorations and signage, assisting the host or sponsor with last-minute preparations, etc.
- **Work the registration table.** When people arrive at the registration table, Ambassadors should:
 - Be welcoming
 - Invite them to drop a business card in the basket/container for door prize(s)
 - Encourage nametags and offer a blank one (provided by Chamber staff) if they do not have one
 - Direct them to the main event area (usually where the food and drink is located)
- **Serve as a “buddy” to new or potential members.** Chamber staff may call upon Ambassadors in attendance to meet and walk around with new or potential members or other special guests. The Ambassador should make them feel welcome, answer questions and help them recognize the benefits of the Chamber. Some tips:
 - Introduce yourself and your business
 - Ask them about their business or organization
 - Ask them if they have any questions about the area or the Chamber
 - Sometimes a potential member will be invited to an After Hours. Point out the benefits of Chamber membership. Introduce the potential member to Chamber staff or Board members. Introduce them to 2-3 current members that would be good referral partners.
- **Be helpful.** Other tasks requiring personal expertise may arise. Please aid Chamber staff, hosts and sponsors, as needed.

Chamber Ambassador Program 2016 Application

Mission Statement

The mission of the South Lake Chamber of Commerce along with the Ambassador Committee is to develop, promote and sustain a vital, thriving business climate throughout the community and to initiate, support and enhance the civic, educational and economic well-being of the area.

Our Core Ideology and Values

CORE VALUES

- Membership - The Membership is the driving force and “reason to be” for the organization.
- Relationships - We get to know you and your business and open doors for you to others in and out of the Chamber
- Integrity—We are trustworthy, honest and competent to deliver on our commitments.
- Respect – We respect and strive to reflect our diversity of people, ideas, and business models that constitute our community make up.
- Results – We walk the talk and are accountable for our plans to enhance the quality of life and standard of living in South Lake County.

Benefits

Visibility - You and your company will be visible at all Chamber related functions. Ambassadors will be recognized through the Chamber website and publications. Ambassadors are eligible for the Ambassador of the Year.

Leadership - Build and advance effective, relevant, and professional programs and networking opportunities while being a leader in the business community.

Name _____

Business _____

Business Number _____ Cell Number _____

Street Address _____

City _____ State _____ Zip _____

Email _____

Job Title/Position _____

Brief description of your job responsibilities:

List any community organizations in which you currently are, or have been, actively involved:

- 1. _____ Dates: _____
- 2. _____ Dates: _____
- 3. _____ Dates: _____

How long have you been a member of the South Lake Chamber of Commerce? _____

Have you attended Member Orientation? Yes No

Have you attended any Chamber events within the past year? Yes No
If yes, which events? _____

Are you able to dedicate 5-10 hours a month to the Chamber as an Ambassador by making calls to members, attending events, programs, membership orientation and volunteering at events?
Yes No

What benefits do you hope to enjoy by becoming a Chamber Ambassador?

Why are you interested in becoming a Chamber Ambassador and what do you feel you can contribute to this role?

Which Ambassador or Chamber Member is sponsoring you? _____

Applicant Name _____

Applicant Signature _____ Date _____

Return the completed form to the South Lake Chamber of Commerce, Attn: Laura Senzamici, or email to: lauras@southlakechamber-fl.com