

LITTLE ROCK REGIONAL CHAMBER

AMBASSADOR APPLICATION

Name: _____ Date: _____
Business/Organization Name: _____ Title: _____
Years with Business/Organization: _____
Address: _____ City: _____, AR Zip Code: _____
Phone: _____ Mobile: _____ Fax: _____
Birthdate (month/day): _____ Email: _____ Website: _____

Community Service

List your most relevant community, civic, professional, business, social and/or other organizations with which you have been involved during the past five years (attach additional sheet if necessary):

<u>Organization</u>	<u>Years/Months Served</u>	<u>Positions Held</u>
_____	_____	_____
_____	_____	_____
_____	_____	_____

List your most significant honors and/or awards (attach additional sheet if necessary):

<u>Honors/Awards</u>	<u>Presented by</u>	<u>Year Presented</u>
_____	_____	_____
_____	_____	_____
_____	_____	_____

Personal Statement

Please write a brief statement offering why you want to serve as an Ambassador of the Little Rock Regional Chamber of Commerce (attach additional sheet if necessary).

Attachments

Along with this completed application, please submit a brief (one page) biographical sketch, as well as two (2) letters of recommendation. If accepted as an Ambassador, you will be asked to submit a business photo for use by the Chamber.

Commitment

By signing below, I am confirming that I have read *The Ambassadors Mission and Guidelines* and fully understand the commitments required.

Signature

Date

Employer Commitment

By signing below, I am confirming that our business/organization is a member in good standing of the Little Rock Regional Chamber of Commerce and that the aforementioned applicant has our full support to devote the time necessary to serve as an Ambassador.

Signature Title Date



Ambassadors

Mission & Guidelines

2017

Table of Contents

I.	CHAMBER MISSION	3
II.	AMBASSADOR PROGRAM MISSION	3
III.	MEMBERSHIP	3
IV.	ELIGIBILITY	3
V.	RESPONSIBILITIES	4
VI.	ATTENDANCE	4
VII.	MEMBERSHIP APPLICATION	5
VIII.	GENERAL MONTHLY MEETINGS	5
IX.	OFFICERS	6
X.	STEERING COMMITTEE	6
XI.	COMMITTEES	6
XII.	POINTS	7
XIII.	AWARDS & RECOGNITION	8
XIV.	AGREEMENT & ACCEPTANCE	9

I. CHAMBER MISSION

The Little Rock Regional Chamber of Commerce is the principal business-driven leadership organization responsible for fostering the economic growth and development of the Little Rock Region to ensure that business and industry may operate profitably and enhance the earning opportunities and quality of life for every citizen.

II. AMBASSADOR PROGRAM MISSION

The Little Rock Regional Chamber of Commerce Ambassadors (The Ambassadors) is a volunteer group that serves the Chamber in the areas of public relations, member retention, new member recruitment and event hosting. Ambassadors serve as liaisons to both existing and new Chamber members and spread enthusiasm and goodwill about the Chamber's mission, membership benefits, services, programs and activities. The program is also designed to allow each individual Ambassador to develop business relationships through networking with other Ambassadors, Chamber members and the business community.

III. MEMBERSHIP

IV. ELIGIBILITY

- A. Each Ambassador must be a full-time employee of a Chamber member business/organization in good standing.
- B. In general, only one representative per Chamber member business/organization may serve as an Ambassador, although each situation may be reviewed by the Steering Committee on a case-by-case basis before a final decision is made.
- C. Each Ambassador must have the signed permission of their employer in order to serve. All Ambassadors' employers must also sign an acknowledgement that they have read and agree to the Mission & Guidelines.
- D. If an Ambassador moves to a non-member business/organization, he/she has 30 days to recruit that business/organization as to membership in the Little Rock Regional Chamber of Commerce or forfeit his/her membership in The Ambassadors. Individuals unaffiliated with any company may join the Chamber for a minimum \$350 annual investment. Any Ambassador that is not gainfully employed by a member business/organization in good standing within 90 days upon leaving his/her current business/organization may no longer serve, unless he/she joins as an individual. All former Ambassadors will have the opportunity to reapply for membership once he/she gains new employment with a Chamber member business/organization in good standing.

- E. Should an Ambassador resign from the program, the vacancy will be filled at the discretion of the Membership Committee and Chamber staff.
- F. All Ambassadors must purchase an Ambassador polo shirt (\$40). Nametags will be issued to all new Ambassadors, with replacements available for \$10.00 each. In addition, all Ambassadors must contribute \$10 per year, due by January 31st, to the *Sunshine Fund*, which is used for member recognition, gifts, etc. as deemed reasonable by the Ambassador Chairman and Chamber staff representative.

V. RESPONSIBILITIES

- A. The primary responsibility of The Ambassadors is to host ribbon cuttings/ground breakings/grand openings for Chamber member businesses/organizations. The Chamber averages 120 such events per year. They are generally scheduled at 11:00 a.m. and 2:00 p.m. Tuesdays and Thursdays. Each Ambassador is required to attend at least 50% of all scheduled ribbon cuttings/grand openings/ground breakings, etc.
- B. Ambassadors will be the official Chamber representatives at member business/organization Grand Openings, Ribbon Cuttings, Open Houses, Groundbreakings, Member Receptions and other membership activities.
- C. Ambassadors host the Chamber's *Business After Hours* events. **Each Ambassador is required to sell a minimum of five (5) tickets to each event and will be invoiced for all unaccounted tickets.** Ambassadors are strongly discouraged from simply purchasing tickets without distribution to attendees but will be invoiced for the tickets regardless. All receipts for tickets sales are due by the event and should be turned in to the Treasurer and/or Chamber staff coordinator. In order to be awarded points for ticket sales, all receipts/payments must be turned in by the day of the event. Ambassadors must have a "zero balance" accounts receivable at year-end to remain active. **Ambassadors will be invoiced for 5 BAH tickets for every BAH event whether or not the ambassador sells the tickets or not.**
- D. Ambassadors host the Chamber's annual *Taste of the Rock* event.
- E. Ambassadors will participate in the Chamber's Annual Meeting by serving as Event Hosts, taking tickets, seating guests and performing other duties as needed.
- F. Ambassadors help recruit new members to the Chamber.

VI. ATTENDANCE

- A. Ambassadors are encouraged to attend Quarterly meetings and may not miss more than two consecutive meetings.
- B. Ambassadors are expected to attend all subcommittee meetings and may not miss more than three consecutive meetings.
- C. Ambassadors are expected to attend all scheduled events, such as a member ribbon cuttings/grand openings/ground breakings, etc., with a minimum 50% attendance requirement.
- D. The Chamber's staff coordinator for The Ambassadors will notify members of all required events with as much advance notice as possible (generally, by the close of

business on the Friday before the scheduled week). Background information about the activity will be provided as available.

- E. The Membership Committee and Chamber's Ambassadors staff coordinator will monitor all attendance records. The Chamber's Ambassadors staff coordinator (or other designee) will record attendance at all meetings/events. It is each Ambassador's individual responsibility to ensure his/her participation is recorded accurately.
- F. Ambassadors are required to wear his/her Ambassador polo shirt and nametag at all scheduled events. The Chamber's Ambassadors staff coordinator will communicate the appropriate dress for each event.
- G. Each Ambassador must attend a minimum of 50% of all ribbon cuttings/grand openings/ground breakings each quarter in order to remain active.
- H. An active Ambassador who has not met the minimum requirements for any 90-day period (one quarter) will be placed on probation for 90 days. If, after the probationary period, he/she still has not met the requirements for that previous 90-day period, the individual will be removed as an Ambassador. Only one probation period per any consecutive 12 months will be allowed.
- I. There is no inactive status other than special exceptions approved by the Membership Committee.
- J. The Membership Committee will resolve any point or attendance disputes.

VII. MEMBERSHIP APPLICATION

- A. Application for membership must be made in writing by completing an application and returning it to the attention of the Chamber's Ambassador staff coordinator.
- B. Applicants will be placed on a waiting list by date the completed application is received, and applicants will be contacted in order of placement.
- C. The Membership Committee and Chamber staff coordinator will interview all applicants to verify his/her interest in becoming and ability to serve as an Ambassador.
- D. The Membership Committee and Chamber staff coordinator reserve the right to accept or deny all applicants. Notification of acceptance or denial will be made in writing to the applicant.

VIII. GENERAL MEETINGS

- A. Ambassador meetings are generally held once per quarter at the Chamber or at a chamber member restaurant on the second Tuesday of the month unless otherwise indicated by the Chamber's Ambassadors Staff Coordinator.

IX. OFFICERS

- A. The Ambassador Officers shall be:

Chairman

Vice Chairman (Chairman Elect)

Membership Chairman/Immediate Past Chairman

Treasurer

Secretary

- B. Each officer will serve a one-year term beginning in January.
- C. The officers will meet at the discretion of the chairman, and all meetings are required.

X. STEERING COMMITTEE

- A. The Steering Committee will be comprised of no more than twelve active members as follows:

Chairman

Vice Chairman (Chairman Elect)

Membership Chairman/Immediate Past Chairman

Treasurer

Secretary

Business After Hours Chairman

Taste of the Rock Chairman

Members-at-Large (no more than four); and

Chamber's Ambassador staff coordinator (ex-officio member).

- B. The Steering Committee will meet at the discretion of the Chairman. The Steering Committee meetings are held the second Tuesday of each month from 4:00 – 5:00 p.m. unless otherwise indicated. The Steering Committee may have additional meetings at the discretion of the Chairman. All meetings are required.

XI. COMMITTEES

The Committees are:

Events Committee

Every Ambassador will be on the Events Committee but the Committee members will alternate with each event. Example, if you are on the Events Committee for the January BAH you will not be on the Events Committee for the February BAH.

Depending on the number of events, Ambassador will be required to work a minimum of two events per year

- Attend all committee meetings
- Secure sponsorships for all events (presenting sponsor, partner sponsors, host sponsor/venue, food sponsors, etc.)
- Provide input to Chamber staff on event production
- Sell event tickets
- Work all events (including set-up and take-down)
- Contact the Committee Chairman with issues, concerns, or ideas

**For TOR you would also secure vendors for the event (i.e. restaurants, caterers, etc.)*

Membership Committee

To be made up of Steering Committee members and senior members as chosen by the Steering Committee. The members may change up throughout the year depending on their availability to attend interviews

- A. Each year's steering committee will be selected by a Nominating Committee consisting of the Chairman, Vice Chairman (Chairman Elect), and Membership Chairman. After selection, the Nominating Committee will present nominees to the entire steering committee for approval. Following approval by the Steering Committee, nominees will be presented to the entire membership for election at the November meeting.
- B. Each committee chairman will serve a one-year term, beginning in January.
- C. Committees will meet at the discretion of the chairman, and all meetings are required.

XII. POINTS

- A. Active Ambassador Membership is based primarily on participation and tracked by a point system. The following points are awarded for various activities and functions:

<u>Event</u>	<u>Points</u>
Chamber Member Recruitment (form & payment)	50
Quarterly Meeting Attendance	10
Committee Meeting Attendance	10
Hosting a Quarterly Meeting	25
Ribbon Cutting Attendance *	10
Out-of-Schedule Event Attendance	20
Required Event Working	15 (per shift)
<i>Business After Hours</i> Ticket Sales	5 (per ticket sold)
<i>Business After Hours</i> Sponsorship	50
<i>Taste of the Rock</i> Ticket Sales	15 (per ticket sold)
<i>Taste of the Rock</i> Sponsorship	50
Service as New Member Mentor	50 (per #)
Referral Leading to Membership	15
Prize Donations	25
Total Resource Campaign	25
Operation Thank You Deliveries	10 (per plaque)

**To earn points for Ribbon Cutting attendance, Ambassadors must be in the official Ribbon Cutting photo.*

- B. The Chamber's Ambassadors staff coordinator, in consultation with the Membership Chairman, will establish point values for any event/function not listed above.

XIII. AWARDS & RECOGNITION

- A. Ambassador of the Month

Presented monthly, the recognition is given to the Ambassador(s) who earn(s) the most points during the month and has met his/her minimum ribbon cutting/grand opening/ground breaking attendance requirement.

The *Ambassador of the Month* will be recognized in *Business* (the Chamber's weekly e-newsletter), *Little Rock Business* (the Chamber's quarterly publication), as well as on the outdoor Daktronics screen.

In addition to recognition at the Chamber's bi-monthly Board Meeting, a congratulatory letter will be sent to the employer of the *Ambassador of the Month*.

- B. Ambassador of the Year

Presented annually, the recognition is based upon an Ambassador's leadership, total points and overall contribution to the missions of the Little Rock Regional Chamber of Commerce and Ambassadors, as voted by the Steering Committee, in consultation with the Chamber staff.

The *Ambassador of the Year* will be recognized in the Chamber's Annual Report.

In addition to recognition at the Chamber's Annual Meeting, a congratulatory letter will be sent to the employer of the *Ambassador of the Year*.

The *Ambassador of the Year* will be presented a distinctive award signifying the achievement. The presentation is typically made at the January Monthly Meeting.

The Ambassadors chairman is ineligible for the award during the year he/she serves.

- C. Ambassador Emeritus

An Ambassador is eligible for Emeritus status after serving as an Ambassador for the Little Rock Regional Chamber of Commerce for 10 years served (10 consecutive years or 10 years approved by the Membership Committee).

After completion of the Ambassador's 10th year, or anytime after that, an Ambassador in good standing may apply for Emeritus status.

Upon approval by the Membership Committee, the Ambassador will no longer be required to meet attendance guidelines and may participate as an Ambassador as he/she chooses.

XIV. AGREEMENT & ACCEPTANCE

By completing and signing below, **Ambassador agrees** to the Mission & Guidelines and understands and accepts the requirements for active membership as set forth herein.

Name: _____

Business/Organization: _____

Position: _____

Signature: _____

Date: _____

By completing and signing below, **employer agrees** to the Mission & Guidelines and understands, accepts and approves employee's active membership as set forth herein.

Name: _____

Business/Organization: _____

Position: _____

Signature: _____

Date: _____