



2009 Ambassadors Council Guidelines

Purpose: The purpose of the St. Tammany West Chamber of Commerce Ambassadors Council is to enhance the visibility of and promote general membership in the Chamber. Ambassadors serve as the public relations arm of the Chamber by developing a two-way communication between themselves and the membership. This is done by calling on existing members to update them on current activities, policies, and special events as well as asking about the member's business and how the Chamber can better serve them.

Who are Ambassadors? Motivated, enthusiastic, dependable, honest professionals—owners of or employees of member St. Tammany West businesses. They are outgoing and provide positive support and encouragement to their fellow colleagues. Ambassadors are carefully selected and as a result, the group is comprised of highly respected individuals.

Policies & responsibilities

- An Ambassador must represent the chamber in a professional, positive, and ethical manner on all member calls and during chamber events.
- Ambassadors are selected as individuals and must be Chamber members in good standing. Active participation in the Chamber and the community is a must as knowledge of Chamber programs and events are required.
- Membership in the Ambassadors will be approximately 20 – 30 people who have been affiliated with the Chamber for more than 2 years.
- Attend Ambassador Orientation and receive updated training during regular monthly meetings. Orientation will be conducted at the Chamber office as new Ambassadors are selected and will include education about the Chamber, the Ambassador program, review of the Ambassador binders, a presentation by an experienced Chamber volunteer leader, and a Q&A session.
- The term of service is 3 years with an option to re-join after a one year leave.
- Regular meeting attendance with a maximum of 6 missed meetings including excused absences. Meetings will follow a fixed agenda established by the Ambassador chairman in cooperation with the Director of Membership & Marketing.

- Ambassadors will volunteer to serve as official greeters at monthly chamber luncheons and after hours to assist staff. Greeters will make new and first time attendees feel more at ease, introduce them to other members, etc. Occasionally ambassadors will assist staff with registration duties or serve as official networkers to assure any first time attendees feel welcome, help them “work the room,” etc.
- Attendance at a minimum of 10 annual Chamber events including ribbon cuttings, after hours, orientations, luncheons, etc. per year. Ambassadors should report their event attendance to the Director of Membership during the monthly meetings on their monthly report sheets or via e-mail.
- Completed calls or visits to a minimum of 25 primarily existing, but occasionally new or prospective chamber members businesses per year.
- Ambassadors are accountable to the Ambassador Chairman and Director of Membership and Marketing, who are accountable to the Membership Division Vice-Chairman. They will not commit the Chamber to any expenditure, issue public statements, act as an official spokesperson on public policy issues, or commit to any new programs without prior discussion among the council and approval by the board of directors as part of the annual program of work.

Benefits of Becoming an Ambassador

- Heighten your visibility in the St. Tammany business community.
- Invitation to attend exclusive Chamber and affiliated events.
- Recognition on Chamber website/newsletter and among community business leaders.
- Get valuable business leads and contacts.
- Face to face networking with Chamber members—the most proven and effective way to market your own products and services.
- Achieve personal and professional goals and make a difference in the community.
- Expand your circle of influence and develop stronger community relations.

Honorary Ambassadors: Any Ambassador who has met these requirements of service and has served on the Council for 5 years may be promoted to Honorary Ambassador status.