

# ALPENA AREA CHAMBER OF COMMERCE AMBASSADOR GUIDELINES

## OBJECTIVES

These written guidelines have been established by the Alpena Area Chamber of Commerce for the purpose of offering consistent standards to all Chamber Ambassadors. An active Chamber Ambassador:

- enhances the Chamber of Commerce through their effectiveness and visibility in the community at large;
- encourages communication among the Chamber and community members;
- assists in the maintenance of current memberships and promotes new membership growth through the recognition of new and existing businesses;
- assists in and promotes Chamber events and activities the Chamber is responsible for.

## CLASSIFICATIONS

### **ACTIVE CHAMBER AMBASSADORS (limit: 25)**

This is a privileged and prestigious position; these members are active and represent the Chamber in the community in their membership and fundraising activities.

### **FRIENDS OF THE AMABASSADORS (limit: none)**

These members, who by nature of their job, work on a regular basis with the Chamber Ambassadors; example: those who are willing to volunteer for events but cannot commit the time to be an ambassador by attending regular monthly meetings and events.

### **EMERITUS MEMBERS (limit: none):**

These are former Chamber Ambassadors and, because of their years of experience as active Chamber Ambassadors, provide a unique source of advice, assistance and support in advancing the Chamber's purpose. They have all the rights and privileges of active Chamber Ambassadors with the exception of voting rights. This is an honorary title for life or as long as they wish to be part of the membership. Emeritus status is only available after a minimum of ten years of service as a Chamber Ambassador.

### **OFFICERS**

The Ambassadors shall have a President, President Elect, Immediate Past President, and Secretary. President/President Elect shall be for a one-year term with the possibility to renew for a second year. The position of secretary is renewable on an ongoing basis.

## **GUIDELINES**

Every attempt will be made to maintain a balance in membership to represent as many categories of business as possible. Ambassadors must be employed by a member of the Alpena Area Chamber of Commerce. Ambassadors may remain an Ambassador after retirement from an Alpena Chamber Member.

Whenever possible Chamber Ambassadors are expected to attend monthly meetings, ribbon cuttings, Good Morning/Mid-Day Alpena events, fundraising functions supporting the Chamber and any other event associated with the Chamber.

Any active Chamber Ambassador who consistently misses meetings, fails to participate in events, or regularly fails to meet commitments is subject to removal via a vote of the Chamber Ambassadors.

New members will be proposed by the Membership Committee to the Chamber Ambassadors. A proposed member will be withdrawn from consideration if three or more Chamber Ambassadors object verbally or in writing.

Chamber Ambassadors are required to purchase logo wear in the official Ambassador color – royal blue, no later than one month after official offer of Ambassador membership is accepted. Ambassadors may purchase as many items as they wish but items must follow the guidelines of the Chamber for the logo wear. Ambassadors are expected to wear their logo wear (jacket, polo shirt, vest, etc.) at each official Ambassador event unless otherwise indicated.

Chamber Ambassadors will wear their official Chamber name tag to all Chamber functions. Name tags will be provided by the Chamber of Commerce.

Appropriate business and business casual attire is expected at Chamber functions.

## **COMMITTEES**

A variety of committees can exist within the Ambassadors to achieve the goals of the Ambassadors. Ambassadors are still expected to participate in events they are not on the committee for.

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