



# AMBASSADOR COMMITTEE

## *Guidelines and Agreement*

### **Cerritos Regional Chamber of Commerce Mission:**

To promote and enhance the business of the greater Cerritos region.

### **Ambassador Purpose:**

The Ambassadors Committee serves as a liaison between the Chamber, our members and the greater business community.

### **Ambassador Mission:**

To encourage interaction and involvement of all Chamber members and act as a public relations representative by helping with the retention and growth of Chamber membership, educate members on Chamber benefits, and encourage participation in Chamber events and programs.

### **Benefits of Ambassador Committee**

Membership in the Ambassador Committee is considered a privilege. Ambassadors receive the following benefits:

1. Visibility, exposure and business development opportunities.
2. Networking opportunities
3. Recognition at Chamber events
4. Headshot recognition on the Chamber's website
5. Opportunity to be awarded the "Ambassador of the Year" which is given to one outstanding Ambassador for his contribution to furthering the goals of the Chamber's Ambassador Committee

### **Ambassador Committee Structure**

The Ambassador Committee has two elected positions: Ambassador Chair and Ambassador Vice-Chair. The Ambassador Chair and Ambassador Vice-Chair will be elected by the Ambassador Committee at the June Ambassador Meeting to serve a one year term starting in July. Any Ambassador who has been active for one year and is interested in being considered for the positions can submit his name to the Chamber Operations Manager or Chamber President/CEO.

Duties of the Ambassador Chair will include the following:

- Facilitate monthly Ambassador Committee meetings
- Meeting Agenda input
- Coordinate Ambassadors' duties at events
- Report to the Chamber's Operations Manager
- Motivate volunteers to be active
- Call Ambassadors who have been inactive for 3 months

The Ambassador Vice-Chair will assume the above responsibilities in the absence of the Ambassador Chair. The Ambassador Chair and Ambassador Vice-Chair may work together at events to coordinate Ambassadors duties.

The Ambassador Committee is coordinated by the Chamber's Operations Manager and supported by the Chamber's President/CEO.

### **Ambassador Eligibility Criteria**

Ambassadors are professional, highly motivated, enthusiastic individuals who serve and represent the Chamber by volunteering their time.

1. Ambassador participation is limited to one staff member per business.
2. Ambassador must be a member of the Chamber in good standing.
3. Membership is by invitation. The prospect may express interest prior to invitation or may be recommended by an Ambassador.
4. The position belongs to the individual Ambassador. If unable to attend a meeting, event, or continue to serve, an Ambassador cannot assign a coworker to take his place.

### **Ambassador Application & Acceptance Process**

All Ambassador prospects must complete an application and sign an Agreement Form which includes a Code of Conduct. Ambassadors must commit to one calendar year.

1. There will be a minimum three month waiting period before an Ambassador invitation will be offered to a new chamber member.
2. All applications will be reviewed and interviewed by the Ambassador Chair, Chamber Operations Manager, and Chamber President/CEO.
3. The interview will determine if the prospect is in good standing within the community without a negative reputation. The Ambassador Committee Chair, Chamber Operations Manager, and Chamber President/CEO will explain the agreement in detail so the prospect understands the expectations and commitment required. The applicant will be asked to sign and abide by the Agreement Form.
4. If the prospect is accepted by the Ambassador Committee Chair, Chamber Operations Manager, and Chamber President/CEO, the prospect will be presented to the Board of Directors for approval. The Board reserves the right to decline any application.
5. If the applicant is not approved, a letter will be sent to the prospect as notification to decline.
6. Upon acceptance of the application by the Board of Directors, the Ambassador Chair, Chamber Operations Manager, or the Chamber President/CEO will communicate the decision to the prospect.

### **Ambassador Resignation and Termination Process**

Participation of all incoming Ambassadors will be reviewed by the Ambassador Chair, Chamber Operations Manager, and Chamber President/CEO 90 days after joining the Ambassador Committee.

1. An Ambassador may resign at any time
2. An Ambassador may be suspended or dismissed from the Ambassador Committee for any of the following reasons:
  - Failure to comply with the Ambassador Guidelines and Agreement
  - Failure to meet the requirements and terms of their commitment
  - Repeated failure to provide event support
  - Not a member in good standing regarding prompt payment of their membership dues
3. Any person may contact the Ambassador Chair, Chamber Operations Manager, or Chamber President/CEO if they feel an Ambassador is failing to meet the terms of their commitment. A review will be completed by the Ambassador Chair, Chamber Operations Manager, and Chamber President/CEO. Recommendations will be submitted to the Board of Directors for the final decision.
4. Any Ambassador who is in jeopardy of being suspended or dismissed from the Ambassador committee will be notified by email and shall have the right to one written appeal prior to dismissal. The Chamber's decision shall be final.

## **Ambassador Roles, Responsibilities and Expectations**

### **Dress Code:**

Ambassadors are identified by their Chamber nametag. The Chamber provides name badges after a minimum of three months of consistent Ambassador meetings and event attendance and participation.

### **Ambassador Meeting Attendance:**

The Ambassador Committee meets monthly (except for December, June and July), generally the second Thursday of the month (subject to change depending on each month's calendar of events). Meetings will start promptly at 12:00 noon and end at 1:00 pm. Meetings are held at the Chamber Office Boardroom. All Ambassadors are expected to participate in the pot luck lunch by bringing a dish to share. The purpose of the monthly meeting is to build cohesiveness and camaraderie among Ambassadors, volunteer sign ups at upcoming events, offer input and suggestions, receive training, and to convey important dates and information about upcoming Chamber activities.

1. Ambassadors are expected to attend monthly meetings on a regular basis. Two excused absences (must notify the Ambassador Chair in advance) are allowed per year.
2. If an Ambassador misses 2 meetings without notification, he will be considered to have resigned from the Ambassador Committee.
3. Ambassadors should contact the Chamber Operations Manager when absences are anticipated or emergencies prevent attendance.
4. If an Ambassador is unable to participate for an extended period of time (for example, due to a medical, family leave, or personal emergency), he may request a leave of absence from the Chamber Operations Manager. Approval/denial will be based upon the requestor's prior attendance and performance as an Ambassador.

### **Membership Relations:**

#### **New Member Contact**

Ambassadors contact assigned new members to get them involved and familiar with Chamber programs and activities. Some responsibilities include:

- Contact and invite new members to attend the next event.
- "Buddy" with new members at the next event.
- Introduce new members to other members at the event.

#### **New Member Referral & Recruitment**

Ambassadors have the opportunity to receive additional recognition by recruiting new members to join the Chamber.

### **Event Participation Expectations:**

Ambassadors agree to attend and work a minimum of one Chamber event per month. Attendance without assisting will not qualify as event attendance. Lack of regular attendance in a 12-month period may cause membership in the Ambassadors to be reviewed. Event duties include, but are not limited to, event set up, greeting/welcoming Chamber members, ie, introduce new members and guests to other members and make sure no one is standing alone, registration/name tags, clean up, and raffle tickets sales. Ambassadors must RSVP to all events in a timely manner – at least 48 hours in advance.

Monthly and annual events include:

- Main Event Business Luncheons
- Networking Mixers – morning, lunch and evening
- Taste of the Region & Business Expo
- Fiesta on the Fairways Golf Classic
- Turkey Bowl
- Ribbon Cutting & Grand Opening Ceremonies

## **Ambassador Code of Ethics**

### **Sales and Sponsorship Solicitation While on Duty**

When representing the Chamber at events at Chamber members' place of businesses - Mixers, Let's Do Lunch, Let's Do Breakfast, Mixin' in the Mornin', and Ribbon Cuttings, Ambassadors represent every member that belongs to the Chamber. In that context, Ambassadors, when introducing themselves, are welcome to include the name of their business or organization they represent, **but should not "hard sell" or overtly solicit business nor should they solicit money, sponsorships or donations from the event hosts or other members.** Instead, they should engage the hosts to discuss their business.

### **Conflict of Interest**

Even though an Ambassador represents their company and the Chamber, there may be a "conflict of interest" that arises that can interfere with Ambassador responsibilities and obligations. Any such conflicts will be addressed on a case-by-case basis. The Chamber recognizes and appreciates that Ambassadors may also be participating as Board Members or volunteers in other community and business based organizations. While representing the Cerritos Chamber, **Ambassadors shall not promote or request for donations or sponsorships for any competing organizations or their programs and events.**

### **Member Interactions & Consequences**

Chamber Ambassadors are held to a very high expectation of professional behavior when interacting with members. These interactions are not only a reflection of the Chamber, but also a reflection on the Ambassador as a business professional and his organization. When acting in an official Ambassador capacity, **Ambassadors shall represent the Chamber first; their company second; and be aware of networking vs. selling opportunities.** Any complaints received by the Chamber about an Ambassador will be discussed on an individual basis and the following will apply:

- 1st complaint – warning
- 2nd complaint – one month suspension from the committee (during this time you may not represent yourself as a Chamber Ambassador)
- 3rd complaint – removal from the Ambassador Committee

### **Chamber Staff Contacts:**

#### **Ambassador Committee Coordinator**

Jill Ovard, Operations Manager  
562-467-0800, [jill@cerritos.org](mailto:jill@cerritos.org)

#### **Ambassador Committee Support**

Scott Smith, President/ CEO  
562-467-0880. [scott@cerritos.org](mailto:scott@cerritos.org)



## **Cerritos Regional Chamber of Commerce Ambassador Agreement**

### **As a member of the Ambassadors Committee, I will:**

- Assist the Chamber in continued success through new member recruitment and calls to welcome new members.
- Attend the monthly Ambassador Committee meetings (2 excused absences are allowed). Ambassadors exceeding the maximum number of absences, excused or unexcused, and/or 2 consecutive unexcused absences will be asked to resign from the committee. Ambassadors must contact the Chamber Operations Manager in advance if they cannot attend a meeting or it will count as an unexcused absence.
- RSVP to events in a timely manner and work at least one Chamber event per month.
- Exhibit professionalism, dependability, integrity, and a positive attitude when representing the Chamber.
- Treat all Ambassadors, Staff, Board, and Chamber members with dignity and respect.
- Be knowledgeable about the Chamber in areas regarding Chamber membership, benefits, and events.
- Understand that I may be asked to step down from the Ambassador Committee if I am unable to fulfill my responsibilities and meet the required event participation performance and attendance expectations.
- Abide by the Ambassador Code of Ethics guidelines and understand I may be placed on a leave of absence or removed from the committee as a result of member complaints regarding my performance as an Ambassador

Upon reading and understanding the information pertaining to the Ambassadors Committee and the responsibilities associated with being an Ambassador, I hereby submit my application for consideration into the Cerritos Regional Chamber of Commerce's Ambassadors Committee. I understand there is a selection process and that I will be interviewed prior to acceptance to the Ambassadors Committee.

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Signature of Applicant

Date

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Signature of Operations Manager

Date



## Ambassador Committee Application

Name \_\_\_\_\_ Date \_\_\_\_\_

Title \_\_\_\_\_ Business \_\_\_\_\_

Business Address \_\_\_\_\_

Business Phone \_\_\_\_\_ Cell \_\_\_\_\_ Email \_\_\_\_\_

Immediate Supervisor \_\_\_\_\_ Email \_\_\_\_\_

Are you personally acquainted with an Ambassador and/or Board Member? Yes \_\_\_ No \_\_\_

If so, who? \_\_\_\_\_

List other boards, committees or organizations or community involvement - past & present (including Chambers). \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

List three reasons for wanting to serve as an Ambassador.

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

List three strengths and/or leadership skills you possess that you feel would benefit the Chamber.

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_



OFFICE USE ONLY:

Date received: \_\_\_\_\_ Date Interviewed \_\_\_\_\_

Interviewed By: \_\_\_\_\_ Approved: Yes \_\_\_ No \_\_\_

Approved by Board: Yes \_\_\_ No \_\_\_ Date \_\_\_\_\_

Applicant Notified: Phone Call \_\_\_ Email \_\_\_ In Person \_\_\_ Date \_\_\_\_\_ Start Date \_\_\_\_\_

Operations Manager \_\_\_\_\_

Signature

Date

President/CEO \_\_\_\_\_

Signature

Date