

**Grand Rapids Area Chamber of Commerce  
Ambassador Guidelines 2012 (subject to change)**

Mission:

*To serve as highly-visible, good-will representatives of the  
Grand Rapids area by creating positive public exposure.*

Plan of Action: Welcome visiting groups or individuals to the area and greet members and guests at Chamber sponsored events; recognize Chamber Member Businesses that are new, relocated, expanded or under new ownership in the area with Ribbon Cutting ceremony; participate in Chamber sponsored annual events, such as the Annual Dinner and Golf Outing; coordinate monthly Chamber Connection networking events to promote new Chamber member participation; and encourage non-chamber members to join the chamber.

Membership: The Ambassadors are a standing committee of the Grand Rapids Area Chamber of Commerce and are governed by the Chamber's Board of Directors who appoints a Chairperson at the beginning of each Chamber year. A chamber member in good standing, either through their company or as an individual, may apply to become an Ambassador. The Ambassador Task Force Committee; which includes the Chairperson and the four sub-committee leaders: Chamber Connection (change), Greetings & Business Spotlight, Membership and Ribbon Cuttings; will interview and select 15 Ambassadors as well as 5 alternates that will comprise the Ambassador committee. The Task Force Committee's goal is to select dependable, enthusiastic and out-going individuals that represent a wide variety of industries and businesses. No member company or organization will have more than one individual representing it at one time.

Benefits: Heighten your visibility within the Grand Rapids Area Business community with networking opportunities. Make stronger community connections. Help advance professional and personal goals. Experience community recognition for both yourself and the business you represent. Strengthen communication and inter-personal skills.

Terms of Service: Ambassadors accept a one-year term of commitment. The Ambassador term begins January 1<sup>st</sup>. If the Ambassador resigns or is terminated before completing a full term, an alternate Ambassador will be selected to finish the term. If an active Ambassador becomes unemployed, they will retain four months of Ambassador status as long as they continue their individual membership in the chamber or their new employer is a member in good standing.

Expectations:

1. Believe in and support the mission of the Chamber
2. Attend a "Chamber Does What?"
3. Ability to balance the necessary time commitment with the committee and their job
4. Be well informed and knowledgeable in basic Chamber information; such as goals, programs and staff
5. Represent the Chamber of Commerce and its members in a professional manner at all times
6. Purchase and wear the official Ambassador attire (the Chamber will purchase your nametag)
7. Attend a minimum of eight monthly Ambassador meetings a year. If absent from three consecutive meetings without a valid reason, Ambassador might be removed from the committee
8. Must have thirty five points at the end of the calendar year
9. Greet at the Annual Dinner and Golf Outing (one point each). If an Ambassador needs to represent their business or organization at the event, they are excused.

Termination: Voluntary resignation from the Ambassador committee is accepted in situations of health, relocation, etc. This is done by contacting the Chairperson. Involuntary termination may occur when Ambassador fails to fulfill their terms of commitment.