



Chamber Ambassador Committee

Chamber Ambassador Committee Overview

The Santa Maria Valley Chamber of Commerce Ambassador Committee serves as the public relations arm of the Chamber. Chamber Ambassadors assist at Chamber functions and help promote the Chamber to prospective members and the community as a whole. Additionally, Chamber Ambassadors assist new and existing members with maximizing their use of Chamber programs and other benefits, and remaining engaged with the Chamber.

In short, Chamber Ambassadors actively promote the Santa Maria Valley Chamber to the business community, connect members with others in the community who can help them build and grow their business, and help push forward the Chamber mission: To be a catalyst for business growth, a convener of leaders and influencers, and a champion for the stronger Santa Maria Valley.

Benefits of Serving on the Ambassador Committee

Serving on the Ambassador Committee is a great way to support the Chamber and local business community. Additionally, you'll see a number of benefits by being an Ambassador, including:

- Opportunity for high-visibility networking
- Your name, photo, bio and business posted on the Chamber Website
- Recognition of Ambassador of the Quarter, Ambassador of the Year, and Ambassador profile published on Chamber print & digital platforms.
- Ambassador Name Badge
- Early or reduced-price admission to Chamber events, as appropriate
- Opportunity to learn more about the programs, events and advocacy work that affect the Chamber and your community
- Form close ties with other committee members and Board members
- Create valuable business relationships while serving the business community
- Have fun while creating a welcoming and all-inclusive environment for others to enjoy and benefit from

Ambassador Committee Roles

- **Chief Ambassador:** The Chief Ambassador serves as the head of the Ambassador Committee. This person serves a one-year term, (with the option to serve additional terms) and is responsible for assuring Ambassadors continue to meet program requirements and follow the Code of Conduct. The Chief Ambassador also assists with any questions or issues Ambassadors may have and notifies Chamber Staff Liaison of any concerns that may need to be addressed.
 - All Ambassadors are eligible to serve as Chief Ambassador by way of self-nomination, nomination by a fellow Ambassador, or Chamber Staff, if current Chief will not be continuing.
 - Nominees will be submitted to the Chief Ambassador and/or the Chamber Staff Liaison during the month of May and all nominees will be announced at the May meeting.



- All nominees will be considered. During the June meeting, a list of nominees for the new fiscal year Chief Ambassador will be presented to the Ambassadors at which time they will cast their vote privately during the meeting. All votes will be tallied during the meeting by the Chamber Staff Liaison and the existing Chief Ambassador, if possible. The outgoing Chief Ambassador will announce the nominee with the highest number of votes during the meeting as the new Chief Ambassador.
 - The Chief Ambassador for the new fiscal will be submitted for approval to the Board in July.
 - The Chief Ambassador will meet with Chamber Staff Liaison throughout the year to help execute Ambassador support and involvement in Chamber promotions. Any new ideas, updates or possible changes should be addressed during these times.
 - Chief Ambassador is to copy Chamber Staff Liaison on all group emails sent out to entire Ambassador Committee.
 - The Chief Ambassador will create the agenda for the monthly Ambassador meetings and coordinate any guest speakers for the event.
 - Chief Ambassador will keep record of hours Ambassadors may earn for any additional volunteered hours on behalf of the Ambassador Committee or the Chamber.
- **Assistant Chief Ambassador:** The Assistant Chief Ambassador serves a one-year term, (with the option of to serve additional terms.) This position assists the Chief Ambassador as needed and runs Ambassador meetings in the absence of Chief Ambassador.

The Assistant Chief Ambassador will be appointed each year.

- All Ambassadors are eligible to serve as Assistant Chief Ambassador by way of self-nomination or nomination by a fellow Ambassador or Chamber Staff.
 - All nominees will be submitted to the Chief Ambassador and/or the Chamber Staff Liaison during the month of June.
 - All nominees will be up for consideration then discussed amongst current Chief Ambassador and Chamber Staff Liaison. At least two or more Ambassadors will be considered for the position then those names will be presented to the incoming Chief Ambassador for a final decision.
 - The Assistant Chief Ambassador will assign each new Chamber member to an Ambassador Committee representative by rotation or as requested by Chamber staff upon notification of a new member from the Chamber. The Assistant Chief Ambassador will record the assignment on the Chambers Welcoming Committee Google doc spreadsheet and keep spreadsheet assignments up-to-date, including hours earned for each assigned member.
- **Ambassador Secretary:** The Ambassador Secretary is responsible for taking notes at the Ambassador meeting, which they then transcribe into meeting minutes. The minutes are reviewed by the Chief Ambassador, presented to the Ambassador Committee prior to or at the monthly meeting, and approved by the Committee.



- **Ambassador Luncheon Facilitator:** The Ambassador Luncheon Facilitator arranges monthly Ambassador luncheons to be held by rotation at Chamber member restaurants each month and confirms all upcoming reservations. As the luncheons are confirmed, the Luncheon Facilitator notifies Chief Ambassador of the restaurant, location and details for each luncheon.
- **Ambassadors in Training:** Ambassadors in training are those who are in the process of becoming an Ambassador. The training period is an opportunity to determine whether the requirements of the Ambassador Committee are attainable and well suited for the individual and this Committee. After a 60-day probationary period, the Ambassador will be announced as official and receive their official Ambassador name badge.
- **Active Ambassadors:** Active Ambassadors have completed the training and are formal members of the Ambassador Committee. They are expected to meet the Ambassador Committee guidelines which are updated annually, or if needed during the year and to abide by The Code of Conduct.
- **Ambassador Emeritus:** An Ambassador who has served on the Ambassador Committee for 15 or more years will be given Emeritus status and have a two-hour minimum requirement for participation (monthly luncheon plus on additional hour of participation per month). As with Ambassadors, the Ambassador Emeritus is asked to give 24 hours' notice for missed luncheons and up to three absences are allowed per year.
- **Ambassador Welcoming Committee:** Ambassadors who have committed to the Welcoming Committee agrees to be partnered with new Chamber members by rotation or requested by Chamber staff. In this position, they will do their best to connect with the new member within the first three months of membership by advising them how to make the most of their Chamber membership. Those on the welcoming committee are expected to reach out via phone or email to their assigned new Chamber member and invite them to attend an event, help them feel welcomed and introduce them to other Ambassadors and Chamber members. Welcome Committee Ambassadors are required to keep updated notes of their contacts and send a monthly report of these notes to Chamber Staff Liaison, Cara Martinez and Assistant Chief Ambassador on the 3rd Monday of each month. If Ambassadors have any questions regarding interactions with new members or are unsure of how to address new member questions, etc., they are expected to contact Cara Martinez at cara@santamaria.com or (805) 925-2403 x852.



Chamber Ambassador Committee Requirements

As a Chamber Committee, Ambassadors must be members of the Santa Maria Valley Chamber of Commerce (in good standing), and are expected to meet the following criteria to remain part of the Chamber Ambassador Committee. Commitment to these requirements will be renewed on an annual basis. Ambassadors who are unable to meet the committee requirements (without a reasonable expectation or communication with committee leadership) will be dismissed from the Ambassador committee.

Ambassador Training Program: New Ambassadors are required to initially meet with Chief Ambassador upon receipt of application, then complete our 60 day Ambassador Committee training program which includes:

- Attend required monthly committee meetings and Chamber events, (minimum of 4 hours per month)
- Work with Chief Ambassador to understand how to register for events, (for the purpose of volunteer's logged hours) using SignupGenius.com and other requirements including the learning the benefits of Chamber membership and how to promote the Chamber in the community

Ambassador Participation Requirements:

To remain part of the Ambassador Committee, Ambassadors are required to participate in the monthly Ambassador Committee meeting, plus a minimum of 3 additional hours of Chamber functions each month. (4 hours total per month). Participation is logged through SignupGenius.com. Participation hours can include:

- **Attend monthly Ambassador Committee Meeting (required):** Monthly Ambassador meetings are typically held during lunch at a local restaurant or via Zoom. If an Ambassador is unable to attend, they are expected to give 24 hours' notice. This monthly meeting is mandatory, and only extenuating circumstances will be considered as a valid reason to miss the meeting.
 - Only three excused absences are allowed per year, and Ambassadors who miss the monthly meeting are expected to make up the one hour of participation through one of the Chamber functions listed below.
- **Attend & network at weekly BYB (Build Your Business) breakfast meetings:** held every Friday from 8:00a.m. - 9:00 a.m. in person at, (designated member restaurant) in Santa Maria or via Zoom from 8:30 a.m. - 9:30 a.m. Chamber Ambassadors are expected to introduce themselves to new members and attendees when meeting in person and answer questions about the Chamber. *1 hour of participation/ session.*
- **Attend Ribbon Cuttings:** Ribbon cuttings are held for new Chamber members or to celebrate significant anniversaries/new office locations of existing members. Ambassadors are expected to assist as needed. Ambassadors should not use ribbon cuttings as a time to promote their business or try and make a sale, but instead contact the member at a later date. *1 hour of participation/ session*
- **Volunteer at Chamber Mixers:** Ambassadors can sign up to volunteer at Chamber Mixers, typically held the third Thursday of the month at various local businesses from 5:00pm - 7:00pm. Ambassador volunteers sign up for one-hour shifts and are expected to assist with set up/tear down, run the check in table, serve as greeters and answer any questions about the Chamber. Volunteers are expected to arrive early or stay after so they can network and participate in the mixer as well. *1 hour of participation/ session*



- **Attend Chamber Mixers:** If volunteer positions for a mixer are full, Ambassadors can attend the Mixer as a representation of the Ambassador Committee, and are expected to stay at least one hour. *1 hour of participation/ session*
- **Participate in the Ambassador Welcoming Committee:** Those who have made a commitment to be on the Welcoming Committee are expected to reach out via phone or email to new Chamber Members assigned to them and invite them to attend an event, help them feel welcome and introduce them to other Ambassadors and Chamber Members. *1 hour per month, maximum of 3 months (per new member)*
- **Assist at other Chamber events as needed:** Throughout the year, Ambassadors will be asked to assist at some of the major Chamber events (Annual Awards Gala, ExpoFest, Annual Strawberry Dinner, etc.). Participation hours will vary by event. *Participation hours vary*
- **Serve in an Ambassador Leadership role:** As organized by the Chief Ambassador, individuals who support the Ambassador program in a leadership role (Assistant Chief Ambassador, Secretary, Luncheon Facilitator, etc.) may receive participation hours for their efforts. *1 hour per month.*

Meeting and Event Registration

All Ambassadors are responsible to register themselves on SignupGenius.com for meetings and events they will be attending/participating in. Registration on SgnupGenius.com is for the sole purpose of tracking Ambassadors attendance and participation hours. If you are unable to attend an event you've already registered for, you are required to remove your registration/attendance or it will be removed for you, if you haven't. Please note, registering on SignupGenius.com IS NOT your official registration to a Chamber meeting or event. You must still register for the meeting or event on the Chamber website's event page or as directed on each specific event.

Participation Hours

Participation hours are kept recorded by Chief Ambassador, Assist Chief Ambassador and Chamber staff.

Ambassador Resignation

An Ambassador may resign at any time by giving written notice (email is acceptable) to Chamber Staff Liaison and the Chief Ambassador. Resignation will be effective immediately unless stated otherwise in resignation letter.

Waiting Period

Ambassadors dropped from the committee, (due to not meeting the Ambassador Committee requirements or not following the Code of Conduct) and wish to rejoin are required to wait 6 months before rejoining. Ambassadors who have resigned and wish to re-join have no waiting period.

By initialing below, I agree to abide by the Ambassador Committee Requirements.

Ambassador: _____ Chief Ambassador (or Assistant Chief Ambassador): _____



Chamber Ambassador Committee Code of Conduct

As representatives of the Santa Maria Valley Chamber of Commerce, Ambassadors are expected to hold themselves to a professional standard. The Code of Conduct for Chamber Ambassadors includes:

- Consistently and positively promote the Santa Maria Valley Chamber of Commerce
- Maintain a courteous and professional demeanor while representing the Chamber at all programs and events. The Ambassadors have a profound effect on the Chamber, the City of Santa Maria and the community at large. Maintaining a positive and helpful attitude is the key to growing and maintaining a cohesive Chamber.
- Respect your commitment to the Chamber. This includes prompt attendance at Ambassador meetings and any events for which you have volunteered to work and being responsible to find a replacement for work assignments when you are unable to meet a commitment.
- Display an appropriate image of the Santa Maria Valley Chamber by wearing your Ambassador name badge and professional business attire at mixers and ribbon cuttings or wearing appropriate event-specific attire for other Chamber events and activities.
- Display the highest standards in communication and responsiveness by promptly returning calls and e-mails to members, fellow Ambassadors, and Chamber staff.
- Speak only for yourself when asked your opinion while serving as an Ambassador (and make it clear that it is your personal opinion and not that of the Santa Maria Valley Chamber of Commerce).
- Maintain neutrality regarding political candidates when working as an Ambassador. Refrain from wearing campaign buttons or displaying campaign literature while serving in an official Ambassador capacity.
- Support and adhere to decisions made by the Ambassador Committee, Chamber Board of Directors, or the Chamber's President/CEO, regardless of individual feelings or opinions.
- Maintain an appropriate and professional image online if you choose to promote the Chamber Ambassador program (and/or yourself as a Chamber Ambassador) on your personal social media platforms. Promotion on social media refers to items including tagging yourself or your businesses in Chamber photos or tagging the Chamber or "checking in" at Chamber events on your personal or business page.
- Ambassadors are not to engage in sales at any time with a member while in attendance at their ribbon cutting.

By initialing below, I agree to abide by the Ambassador Committee Code of the Conduct.

Ambassador: _____ Chief Ambassador (or Assistant Chief Ambassador): _____



Chamber Ambassador Recognition

Members of the Ambassador Committee are recognized throughout the year for their commitment and involvement in the program.

- **Ambassador of the Quarter:** Chosen by the Chief Ambassador based on attendance and/or dedication to the Ambassador Committee and one's promotion of the Chamber. The Ambassador of the Quarter will receive a recognition plaque and \$25 gift card. Ambassador of the Quarter is also recognized on Chamber's online Chamber News publication along with a short article profiling the Ambassador.
- **Ambassador of the Year:** Selected by the Ambassador Committee. At the June meeting, the Chief Ambassador will present the three Ambassadors with top attendance for the year, excluding any who have already won within the last 5 years. Ambassador's present will vote for the candidate they deem most worthy by way of private voting. The Ambassador of the Year will be announced at the June meeting. The Ambassador of the Year will receive a recognition plaque and \$100 gift card and will be honored at the Chamber's Annual Awards.
- **Ambassador Profiles:** Ambassadors will be periodically profiled and featured in Chamber print and digital publications. The Ambassador Committee will be notified when this opportunity is available, and those highlighted will be on a first come, first serve basis.



Chamber Ambassador Committee Application

Please fill out the questions below so we can better understand your interest in the Ambassador Committee.

Name: _____

Job Title: _____ Business: _____

Phone: _____ Email: _____

Mailing Address: _____

What service groups/volunteer activities are you currently involved in, or have been involved with in the past?
Please include any leadership roles you have played in these organizations:

What were some of your major contributions to these groups:

Why do you want to be an Ambassador? What are your expectations from the Ambassador Committee and what do you think you can bring to the committee:

By signing below, I have read and I agree to follow the requirements of the Ambassador Committee and code of conduct. I understand that failure to meet committee requirements for 2 months in a row may result in removal from the Ambassador Committee, and failure to abide by the code of conduct can result in immediate remove from the Ambassador Committee.

Name: _____ Date: _____

Signature: _____