



AMBASSADOR HANDBOOK

New London Area Chamber of Commerce

April, 2018

PURPOSE OF THE AMBASSADOR HANDBOOK

Welcome to the New London Area Chamber of Commerce. As an Ambassador of the Chamber, you represent your business, the Chamber Membership and the community to the New London area. You are often the first community representative a new business owner meets. As such, your position is an important one.

The purpose of this handbook is to provide you with:

- An overview of the Chamber
- Information on your role as an Ambassador of the Chamber
- Expectations of the Board of Directors and the Membership

After reviewing this manual you will be asked to sign a copy of the back page and return it to the Chamber to signify that you understand the purpose of this handbook, the expectations set forth, and your vital role as an Ambassador of the Chamber.

This manual has been developed to serve as a guide for use by all Ambassadors of the Chamber. This handbook will supercede all previous handbooks, policy and procedural manuals.

The plans, policies and procedures are not limited to the conditions described herein. Changes in conditions and in the interests of the Chamber and its Ambassadors necessitate that the Board of Directors reserve the right to modify, suspend or terminate these plans, polices or procedures in whole or in part, at any time, with or without notice.

The Chamber supports equal opportunity as a matter of principle. The Chamber offers equal opportunity to all Ambassadors and applicants without regard to race, color, religion, sex, age, disability or national origin.

You are encouraged to address any questions or concerns related to this handbook with the Executive Director before signing your acceptance of the policies put forth.

HISTORY / OBJECTIVES

The New London Area Chamber of Commerce was formed in 1932 and is a voluntary organization comprised of businesses and professionals who have joined together to *“effectively coordinate activities and resources deemed beneficial to the economic and civic well-being of the Membership and communities it serves.”*

Objectives of the Chamber include:

- To develop programs and procedures to retain existing enterprises, attract new businesses, encourage high standards of business ethics, and promote good citizenship
- To augment a networking process bringing together business, education and city government, to promote and improve the quality of life in the New London community
- To develop energetic committees who accomplish attainable objectives, striving to achieve the stated mission of the membership
- To serve as the major contact point for all commercial ventures in the community and enhance the unique image of the New London area

HISTORY / OBJECTIVES CONTINUED

- To keep members informed on public issues that may affect them, representing their collective interests before appropriate public bodies
- To provide opportunities for the education and personal development of Members, forums for the exchange of information, and occasions for camaraderie

HOW THE CHAMBER IS STRUCTURED

A Board of Directors governs the Chamber and is the policy making body of the Chamber. Its Members represent the business and professional leadership of the community. The Board consists of the Executive Director, together with no less than twelve (12) and no more than fifteen (15) members elected by the Assembly as provided herein. Except for the Executive Director, the Directors shall serve three (3) year terms beginning on December 1 following their election, with one-third (1/3) of the group coming up for election each year. An individual may serve as a member of the Board of Directors for two (2) consecutive three (3) year terms, plus the unexpired portion of another person's term (see the Time Commitment section of the Board of Directors Job Description for details) and shall then be ineligible to again hold that position until one (1) year has lapsed. A Director who ceases to be actively employed by an institutional member shall resign the Director position. The President chairs the monthly meetings, which usually occur on the first Wednesday of each month at 7 a.m.

The Executive Committee consists of the President, Past President, Vice President, Secretary, Treasurer and Executive Director. The Executive Committee exercises the powers of the Board between Board meetings.

The Chamber has several sub-committees, which are responsible to report activities on a monthly basis to the Board of Directors. The Ambassadors are such a committee.

As the Ambassadors are part of the structure of the Chamber, the group will follow Chamber protocol and directions provided by the Board of Directors as indicated in the New London Area Chamber of Commerce bylaws.

HOW THE CHAMBER IS FINANCED

The Chamber is financed through dues assessed to the Membership, as well as Chamber events, programs, publications and newsletter inserts.

ABOUT YOUR CHAMBER

Chamber Property:

The Chamber will provide the supplies necessary to represent our organization. It is up to you to keep these materials and equipment in clean and working order. If an item needs repair or replacement, talk with the Executive Director. Items are to be used for Chamber business only.

Confidentiality:

As an Ambassador of the Chamber, you may have access to confidential information. This may include information regarding donations, the Chamber's financial status, the Chamber's business practices, Ambassador Records and Membership information.

All Ambassadors of the Chamber are responsible for protecting and maintaining the confidentiality of Chamber information. This includes conversations that occur within the Chamber office.

Media and Public Relations:

It is the sole responsibility of the Executive Director to handle press releases and information provided to the media. Any requests for interviews, Member information or other sensitive information should be directed to the Executive Director or Chamber President.

CODE OF CONDUCT

The Chamber is proud of its Ambassadors and is confident that you will conduct yourself in a professional, business-like manner. No written list of rules or procedures can be complete – or can substitute for good judgment. However, for the protection of the Chamber's property, business interests and Ambassadors, there are guidelines that must be followed.

These guidelines do not limit the Chamber's right to correct for other conduct found to be detrimental to the interests of the Chamber, its Members or other Ambassadors. If your conduct should become unacceptable, you will be advised about the situation and corrective action will be followed when considered appropriate.

Actions that are considered serious in nature and may result in termination include:

1. Attending Chamber events under the influence of unlawful drugs; use or possession of unlawful drugs on Chamber premises or at Chamber events
2. Failure to observe Chamber rules or generally accepted standards of conduct
3. Falsifying Chamber records or assisting another in falsifying Chamber records
4. Inappropriate behavior at Chamber events or activities, including discussions about internal Chamber or Ambassador issues
5. Immoral or indecent conduct on or around Chamber premises, or when conducting Chamber business off premises
6. Violation of safety or sanitation rules
7. Unauthorized possession of Chamber property, embezzlement, fraud, misappropriation of Chamber property or funds, or any other act dishonesty
8. Blatant use of your Ambassador status to promote your own business agenda or sales pitch. Chamber objectives will always take first priority when wearing your Ambassador badge

AMBASSADOR STRUCTURE

The Chamber's Executive Director shall be the liaison of the Chamber and assume regular Ambassador's duties and responsibilities.

The Ambassadors will comprise at least 5% and no more than 10% of the Chamber Membership. The group should be a balanced representation of the Membership.

Ambassador recruitment will be an ongoing function to insure participation remains at a minimum of 5% of the Chamber membership. Proposed Ambassadors will be asked to fill out an Ambassador Statement of Interest / Application Form. Candidates will be invited to attend an Ambassador meeting and introduced to the current Ambassadors. The Executive Director and Ambassadors will evaluate candidate's qualifications and decide if the candidate will be offered a position with the Ambassadors. Once the determination has been made the Executive Director will extend the offer to all approved candidates and they will be asked to review this Ambassador handbook. If the appointment is accepted the last page of this handbook will be signed, dated, and returned to the Executive Director.

AMBASSADOR OBLIGATIONS

Employment:

Ambassadors are required to be employed by a Chamber Member in good standing. Should your employment change, and your new employer is not a Chamber Member, there is a three-month grace period whereby you have the opportunity to recruit your employer as a Member or join as an individual.

Personal Appearance:

Good personal appearance is important when working with the public. Good taste is always good business. Ambassadors are expected to wear appropriate attire for Chamber events. Corporate casual business attire is appropriate, as are work uniforms. Common sense will dictate the attire for most Chamber activities. You are responsible for ensuring that your dress and grooming project a positive image to Members, visitors and to the public.

Attendance at Chamber Events and Activities:

The Ambassadors are an integral part of the success of Chamber events. We hope that you experience rewards in attending our events and are able to promote your business and the services you offer.

Monthly Ambassador meetings will be regularly held each month at local Member restaurants. Ambassadors are expected to attend 75% of the monthly meetings.

Any Ambassador failing to attend three (3) consecutive meetings as unexcused, may be excused from their role. The Executive Director will contact the Ambassador to see if there are extenuating circumstances and if the situation can be resolved. It may be necessary for the Ambassador to step down allowing their vacated position to be filled by another person.

Chamber sponsored special events (ribbon cuttings, open houses etc.) occur as needed. The Executive Director will notify you of upcoming events. Every attempt will be made to make you aware of events immediately. Ambassadors are expected to attend 50% of the special events.

The Chamber currently hosts seven annual events that are an integral part of our funding process. These events include the Women's Wellness Day event, Beer Tasting, Awards Banquet, Golf Outing, Wheels on Water Street / Fall Family Festival, the Annual Meeting / Banquet and the Holiday of Wonder. Ambassadors are required to volunteer assistance at and attend three events per year.

While not required, we hope that you will assist the Chamber with its Membership recruitment. We hope that you experience value for your Membership, and that you are willing to share your benefits with other businesses in our community.

EVENT GUIDELINES

Upon entering a Chamber event please be sure the Executive Director notes your attendance. You are responsible for conveying your attendance.

Please introduce yourself to the business owner or manager at the event and identify yourself as a Chamber Ambassador.

During events, it is important for you to greet all guests. Use the event as an opportunity to make new business contacts and help others who may not regularly attend these types of functions feel comfortable. The Chamber encourages you to share a table with business associates and mingle rather than congregate with other Ambassadors.

TERMINATION OF AMBASSADORS

Ambassadors will be asked to step down if they are unable to meet the qualifications, which include:

- Attendance at 75% of the monthly meetings
- Attendance at 50% of the special events
- Volunteer participation or attendance at three of the following Chamber events per year; the Women's Wellness Day event, Beer Tasting, Awards Banquet, Golf Outing, Wheels on Water Street / Fall Family Festival, Annual Meeting / Banquet and Holiday of Wonder

DISCLAIMER

Polices and procedures set forth in the handbook are subject to revision at any time. The policies outlined in this Handbook do not constitute a contract between the Chamber and Ambassador. The Chamber retains the right to update this handbook as needed and will provide Ambassadors with new material when revisions or additions occur.

ACKNOWLEDGMENT

This acknowledges that I have received a copy of the New London Area Chamber of Commerce Ambassador Handbook, and I am responsible for knowing and understanding the contents.

This further acknowledges that the Executive Director or an Ambassador has reviewed this Ambassador Handbook with me on the date signed below.

Ambassador

Date Signed

Executive Director

Date Signed

Please return a signed copy of this page to April Kopitzke, Executive Director, New London Area Chamber of Commerce, 420 N. Shawano St., New London, WI 54961. Fax (920) 982-6344.