

AMBASSADOR HANDBOOK 2015



ABOUT THE CHAMBER



The Fort Smith Regional Chamber of Commerce

CHAMBER MISSION

To serve as the catalyst for the continual improvement of the quality of life and the economic well-being of the citizens of Fort Smith.

CHAMBER PURPOSE

- Provide direction and foster a strong business climate through the support of the free enterprise system and to enhance the quality of place in the community.
- We are an economic development entity that helps foster a strong economic environment through our programs and initiatives which help attract new businesses, create new jobs and generate new income.
- The Fort Smith Regional Chamber of Commerce is a non-profit organization for the business community that unites thousands of businesses creating a unique agency working to improve business, economic development and the quality of place in the Greater Fort Smith Region.
- The Chamber's membership includes businesses and professional people dedicated to the economic well-being of the community. We are the official voice of the business community. We provide information and assistance to visitors and newcomers. We carry out our programs solely through the financial support of our members.

ABOUT THE AMBASSADOR

WHAT IS AN AMBASSADOR?

Ambassadors represent the Fort Smith Region and are goodwill representatives for the Fort Smith Regional Chamber of Commerce. Ambassadors are usually the most outgoing, pro-active employees in their company. They project a positive image for the company they represent as well as the Chamber. Ambassadors perform a wide variety of duties in the Chamber, but their main function is to help promote the Chamber, welcome new members to the Chamber and make Chamber events successful and enjoyable for our members.

WHY BECOME AN AMBASSADOR?

Being a Chamber Ambassador puts you and your business in the spotlight! That gives your company free publicity as a supporter of new businesses coming to the region.



Ribbon Cutting for Apex Communications at the Fort Smith Pavilion (next to Best Buy)

Ribbon cuttings and other Chamber events also provide a great opportunity to have a few minutes of fun and network with other movers and shakers in the community. Remember, Chamber Ambassadors are often the first community representative a new business owner meets so it's the perfect opportunity to make new business connections.

RESPONSIBILITIES

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Chamber Ambassadors are asked to promote the Chamber in the community. To promote the Chamber, duties include the following:

- **Attend Ribbon Cuttings**
- **Attend Monthly Ambassador Meetings**
- **Visit Business Sites**
- **Volunteer with special events**

REQUIREMENTS

Chamber Ambassadors are asked to make a one year commitment to the program. During the year they are asked to attend the following:

- New Member Reception
- Ribbon Cuttings/Groundbreaking
- Retention Visits
- New Member Liaison
- Events such as: First Friday Breakfast, Business After 5, B2B Luncheon, Lunch & Learns
- Ambassadors will earn one point for each event that they attend.

Top: 3 Ambassadors snap a picture at New Physicians' Reception **Bottom left:** Groundbreaking for IM Well Health



Bottom right: Jill and Natasha hold the ribbon at a Ribbon Cutting for Bost's New Jones Family Living Center



BENEFITS

Being an Ambassador shines a spotlight on you and your business, so make the most of it! The ribbon cutting you attend today could become your biggest client tomorrow. Bring business cards or other promotional materials to each event – you never know who you'll meet that wants to become your next customer. Each Ambassador is allowed to include their business card along with two other promotional items for their business in goody bags given away by the Chamber at each ribbon cutting and groundbreaking.

At Chamber events, Ambassadors should greet the host and take the opportunity to network with the guests in attendance. Learn about the business you're visiting, but also don't forget to talk up your company. Bring plenty of extra business cards to pass out to potential clients. Talk with as many people as possible – this makes more guests feel welcome at Chamber events and also increases your chances of finding that next big customer. Ask guests about their Chamber experience, and be sure to share the information you know about the Chamber including opportunities for new members, the quality of place agenda, economic development efforts or upcoming events that might interest your new friends.

The Chamber's Ambassador Program is highly respected in the community and allows for the professional growth of each participant. Ambassadors are given the opportunity to meet and greet with regional business and government leaders. Many of our Ambassadors move on to participate in other Chamber and civic leadership roles as a result of this involvement in this critical member service role.



Above: Lisa Smith gives a cupcake to Domino's Pizza for their 1 year anniversary with the chamber

Below: State Termite and Pest Control is presented with their 1 year anniversary with the Chamber



Above: Jill presents a 1 year anniversary cupcake to Garrison Pointe Liquor

EVENTS

FIRST FRIDAY BREAKFAST

First Friday Breakfast is a monthly event that pairs breakfast with an in-demand speaker sure to entertain and inform all those in attendance while providing a great opportunity for networking. Sponsors will benefit from the diverse crowd that First Friday attracts. As one of our premiere marketing events, the exposure received by the sponsor can't be matched. Each month all members in attendance have a chance to win the accumulated money from the incentive sponsors.



- Held every first Friday of each month (Except July)

BUSINESS TO BUSINESS LUNCHEON



This event is bi-monthly and offers Chamber members an opportunity to promote their product or service in a structured luncheon environment. This is a roundtable event where attendees are able to talk about their business to their table. Hundreds of Chamber members have found B2B to be a simple, yet extremely effective way to promote their businesses. B2B is a great way to boost commercial success and foster business relationships.

- Held every 3rd Tuesday of every other month beginning in January

LEGISLATIVE GOLF CLASSIC

This event pairs a great day of golf with a unique networking opportunity with many of Arkansas' legislators and community leaders. The Jack White Legislative Golf Tournament is one of the most visible Chamber events each year. This tournament will give you the opportunity to spotlight your business in front of not only Fort Smith regional decision makers, but some of the most influential people in the state.

- Held late summer TBD



EVENTS

VISIT BUSINESS SITES

Every quarter, we will hand Ambassadors a list of Business sites to go and visit. This will help Ambassadors learn the different types of businesses we have in our Member Directory. It also shows that we appreciate having them being a part of the Chamber.



ANNUAL BANQUET

This is the Chamber's largest annual event of the year. This event recaps our year's activities and puts focus on the goals of the Chamber for the upcoming year. Program includes A-list speakers. The 2010 meeting featured Governor Mike Beebe.

- Held annually

The Chamber's ice sculpture at the Annual Banquet



EVENTS



Natasha presents a plaque and a Membership Directory to Michelle Cernak for Chamber Day 2014

AMBASSADOR MEETINGS

The Ambassadors meet as needed for food and fun at a sponsored location. These meetings are to discuss Ambassador business, upcoming events and welcome new Ambassadors.

Visiting Angels
Ribbon Cutting



Ambassador of the Year is announced at the Chamber's Annual Banquet that attracts more than 500 members each year every October. This Ambassador will have been active in the group all year and exemplify the qualities needed in an outstanding Chamber Ambassador.



Lacy meets with a member at the Business Expo 2014

EVENTS

RIBBON CUTTINGS

- Businesses celebrating grand openings, anniversaries, new locations or other special events may request a Ribbon Cutting. Ribbon Cuttings are announced in weekly e-catalyst newsletter. Let us celebrate with you!
- TBD

BUSINESS EXPO

This yearly event gives you an opportunity to showcase your business's products and services to community leadership, members and the general public by setting up an exhibit booth.

- Held in May



PUBLIC & PRIVATE SCHOOL TEACHER APPRECIATION

Each year, the Chamber and Education Division likes to express our gratitude for the hard work and dedication of area teachers. The Teacher Appreciation Coffees offer our sponsors an opportunity to give back to the teachers in both public and private schools. This event provides the opportunity to get your business promoted toward goodwill in the community, as well as, with other business leaders within our region.

- Held in August

EVENTS

MONTHLY AMBASSADOR MEETINGS

Ambassadors will meet to discuss the needs in the community and how to properly address them. As well as upcoming events related to the Chamber. A new member list will be presented to inform Ambassadors of new Chamber members.

- Held every 3rd Tuesday of each month at 4:00 pm
- Location TBD

BUSINESS AFTER 5

This event is a unique after hours event that offers the opportunity to open up your business to the general membership. Sponsor will provide the venue, refreshments and any other optional items, such as food or door prizes for attendees. The Chamber will provide the marketing for the event and aid in facilitation. This event is great for new businesses or existing businesses to market themselves to over 1,500 local business owners and representatives at a relatively low cost.

- Held quarterly



Business After 5 gives our members a chance to host other members in their place of business

VOLUNTEER WITH SPECIAL EVENTS

Ambassadors have the opportunity to help our community by volunteering with these events. Ambassadors may volunteer for any number of events; there are always more opportunities to come. Major events include the following:

- Legislative Golf Classic
- Business Expo
- Public & Private School Teacher Appreciation
- Annual Meeting

LOGISTICS

NAME BADGES

Ambassadors are encouraged to wear Ambassador name badges to each event. They include your name and your company's name as well as the Chamber's logo and Ambassador identification. These name badges promote your company as well as your affiliation with the prestigious Ambassador program.



BUSINESS CARDS

Ambassadors are encouraged to bring business cards to all Chamber events to effectively network and get your name and company name out to the masses. At each ribbon cutting and ground breaking, the business owner is given a business card holder with business cards from Ambassadors in attendance.



SPONSORING A NEW MEMBER

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Many new members often feel overwhelmed by their Chamber membership and don't know how to get involved. Engaging new members helps them take advantage of what their Chamber membership has to offer.

WHO CAN SPONSOR A NEW MEMBER?

Any ambassador who is already a member can sponsor. We want our sponsors to be knowledgeable about the Chamber to help our new members learn the benefits of their membership and get more involved.

HOW CAN I SPONSOR A NEW MEMBER?

Sponsoring a new member is easy! Once a month, the Chamber's Membership Director will e-mail a list of new members, and you get to choose what business to sponsor. First, call that new member and welcome them to the Chamber. Tell them the benefits of Chamber membership and invite them to contact you anytime with questions, suggestions, or concerns. Establish a relationship with them and call at least once a month to check on them and their business. Make sure they're aware of upcoming events and offer to meet them there. Remember, new members often don't know anyone at Chamber events so introduce them and help them network. Invite them to committee meetings you're attending. The goal is to get them involved.



Libby Meyer is seen here holding a prize from one of our Chamber drawings presented by AOG

BECOMING AN AMBASSADOR

Becoming an Ambassador is easy! First, fill out the Ambassador Application form located on the Chamber's web site (www.fortsmithchamber.com), email tfitzpatrick@fortsmithchamber.com or call the Chamber at (479) 783-3111 and the Membership Director will contact you shortly. Don't worry - we'll find time to fit your schedule so you can learn what being a Chamber Ambassador is all about.



AMBASSADOR APPLICATION

The Chamber's mission is to serve as the catalyst for the continual improvement of the quality of life and the economic well-being of the citizens of this area.

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Ambassadors are usually the most outgoing, proactive employees in their company. They project a positive image for the company they represent as well as the Chamber.

Ambassadors perform a wide variety of duties in the Chamber, but their main function is to help promote the Chamber, welcome new members to the Chamber and make Chamber events successful and enjoyable for our members.

By signing this form you are committing to be an ambassador for one year.

Full Name _____

Company Name _____

Position _____

Company Address _____

Phone _____ Additional Phone _____

Fax _____ E-mail _____

Signature _____ Date _____

What motivates you to be an Ambassador?

- | | |
|-------------------------------------|---|
| <input type="checkbox"/> Networking | <input type="checkbox"/> Recognition |
| <input type="checkbox"/> Volunteer | <input type="checkbox"/> Business Promotion |

What are some ways you would like to participate?

- | | |
|--|---|
| <input type="checkbox"/> One Year Anniversary | <input type="checkbox"/> Member Plaque Delivery |
| <input type="checkbox"/> New Member Packet | <input type="checkbox"/> Ribbon Cuttings |
| <input type="checkbox"/> Member Visits | <input type="checkbox"/> New Member Orientation |
| <input type="checkbox"/> Welcoming New Members | <input type="checkbox"/> Event Volunteering |