



Ambassadors Committee  
*A Committee of Excellence*

2018 Ambassadors Committee Handbook & Application

# GRAND RAPIDS CHAMBER

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**Introduction to the  
Grand Rapids Area Chamber of Commerce  
Ambassadors Committee**

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Congratulations and thank you! You are an integral part of the Chamber of Commerce. With more than a century of experience creating opportunities for business success, the Grand Rapids Area Chamber of Commerce (GRACC) is the premier business-membership organization in West Michigan.

The GRACC supports a thriving and prosperous West Michigan for all. Our work focuses in three main areas; Business Services, Advocacy & Public Policy, and Talent Development.

**Business Services** – The Chamber is a partner to all our members helping them grow and thrive; making business ownership in West Michigan more accessible and rewarding.

<http://www.grandrapids.org/business-services/>

**Advocacy & Public Policy** – Our relentless advocacy supports businesses of all sizes and types. During the 2018 legislative session, you can expect us to lead this member-driven advocacy agenda forward to make our region and Michigan’s tomorrows even better than today.

<http://www.grandrapids.org/advocacy/>

**Talent Development** – A highly talented and diverse workforce is the key to new ideas and forward motion. Our talent development programs equip professionals with intensive training, active networks, and meaningful resources to shape their careers. Encouraging the diversity of our people is the key to creating a community where everyone is welcome.

<http://www.grandrapids.org/talent-development/>

The GRACC has been recognized as a leader among chambers nationwide and a recipient of the Outstanding Chamber of Commerce Award for the large-size chamber category by the Michigan Association of Chamber of Commerce Professionals (MACP).

We’re an ally, advocate, and change agent standing behind your business!

The Grand Rapids Area Chamber of Commerce Ambassadors Committee is a voluntary group of members who work together helping retain and grow Chamber membership, educate members on Chamber benefits, welcome and onboard our newest members, and encourage participation in Chamber events and programs. Our Ambassadors are a ***Committee of Excellence***.

Today, the Chamber boasts a membership of nearly 2,500 businesses, serving approximately 250,000 employees represented by member companies. Nearly 80% of our membership is small business with fewer than 50 employees.

Please visit [www.grandrapids.org](http://www.grandrapids.org) to learn more about the Grand Rapids Area Chamber of Commerce.

## **Grand Rapids Area Chamber of Commerce Ambassadors Committee Purpose/Mission**

The Ambassadors Committee serves as an elite group of members assisting the Chamber staff with business outreach, member retention and education, supporting member celebrations and welcoming new members into the Chamber. The Ambassadors perform calls and site visits to learn about our business members and answer their questions about membership benefits, programs and events. Additionally, the Ambassadors Committee assists in greeting members and non-members at Chamber events and programs along with participating in member ribbon cuttings and other celebration events.

### **Purpose/Mission Statement**

**Purpose....**The Ambassadors Committee serves as a liaison between the Chamber, our members and the greater business community and provides committee members with heightened visibility and a broad networking platform.

**Mission....** To promote the interests of business and the Chamber by initiating contact with members and non-members at Chamber events, business site visits and other community events.

### **Ambassadors Committee Benefits**

High-profile networking opportunities

Verbal/visual recognition at select Chamber events

New business contacts for your business

Connection opportunities with business leaders and community decision makers

Increased knowledge of Chamber member benefits and services

Your name and business name listed on the Ambassador page of the Chamber website

The opportunity to be awarded Ambassador of the Year (awarded based on activity and participation)

Opportunity to participate in the MACP Statewide Chamber Convention

Educational and professional development opportunities

Connection opportunities with Chamber Ambassadors throughout West Michigan

Submit articles for inclusion in *The Outreach Beat – A Newsletter for GR Chamber Ambassadors*

### **Ambassadors Committee eligibility requirements**

Participation in the Ambassadors Committee is a membership benefit open to representatives from any Grand Rapids Area Chamber of Commerce member company in good standing. Candidates willing to fulfill the responsibilities and meet the requirements of the Ambassadors Committee are invited and encouraged to apply. Ambassador candidates are reviewed by the Committee Leadership Team and go through an interview and selection process. The selection process includes an interview with Chamber Staff as well as a separate interview with the committee Chair or Vice Chair. Items reviewed through the selection process are knowledge of the Chamber and participation in chamber events and programs. Future Ambassadors are encouraged to be actively engaged with the Chamber prior to submitting their application (a minimum of 6 months of active engagement is required). New Ambassadors are added to the committee on a quarterly basis (January, April, July, and October) and will be required to attend Ambassador Orientation the month after they begin.

Our Ambassadors are professional, highly motivated, enthusiastic, actively engaged with the Chamber and are able to volunteer up to potentially 20 hours a month performing Chamber duties.

### **Committee Structure**

The Ambassador Committee has three appointed positions: Chair, Vice Chair and Logistics Coordinator. The Chair and Vice Chair serve a term of three (3) years moving from Vice Chair to Chair to Past Chair. The Logistics Coordinator is appointed on an annual basis and shall serve a minimum term of at least three (3) years but no more than five (5) years.

The Ambassadors Committee is coordinated by the Chamber's Director of Business Outreach, Business Services with ribbon cutting assistance provided by the Business Programs Manager.

The Ambassador Committee consists of three (3) sub groups/teams: Member Celebrations (ribbon cuttings), Business Outreach, and Events. An Ambassador must serve on one (1) but not more than two (2) of the sub committees. A Team Leader is assigned to each group and will act as a mentor for new Ambassadors joining their team and assist with the training and onboarding. All Ambassadors are required to participate in the Assigned Ambassador program to welcome new members and participate in a select number of Chamber events and Programs.

The Chamber, Director of Business Outreach and Ambassador Leadership Team will make every effort to maintain the diversity of professional disciplines, service providers, race, age, and gender within the committee. The Ambassador Committee is not industry exclusive and there is no cap on the number of representatives from any specific industry or company. The Chamber's Director of Business Outreach along with the Ambassador Leadership Team will work to provide the appropriate balance of industries represented within the committee to reflect the makeup of the Chamber membership appropriately. We strive to have our Ambassadors Committee reflect the Chamber's membership inclusively.

### **Grand Rapids Area Chamber of Commerce Ambassadors Code of Ethics**

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 in other community and business based organizations. While representing the Grand Rapids Area Chamber of Commerce, Ambassadors should only promote chamber members and shall not promote any competing organizations or their programs and events.

### **Member Interactions**

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 their 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 with the Ambassador, the Ambassador Leadership Team and Director of Business Outreach, Business Services and the following will apply:

1<sup>st</sup> complaint – warning

2<sup>nd</sup> complaint – removal from the committee

## Monthly Meetings

The Ambassadors Committee meets the third Wednesday of each month from 3:30pm – 5:00pm. The location of the meeting rotates on a monthly basis. The Ambassador Committee observes a full, twelve-month meeting schedule, January – December.

The Ambassadors Committee meetings consist of networking, host location presentation, Ambassador spotlights, community education update, team updates, best practices and a Chamber update.

Ambassador Orientation is held on a quarterly basis (February, May, August, and November). All Ambassadors are required to attend one orientation each year.

As a Chamber Ambassador, attendance and participation in the monthly meetings is required. Three absences; either excused or unexcused; per calendar year are allowed. Ambassadors exceeding three absences may be placed on a leave of absence and/or asked to resign from the committee at the discretion of the Ambassador Leadership Team.

The Ambassadors Committee is led by the **Mark Allen, Director of Business Outreach, Business Services** | 616.771.0348 | [allenm@grandrapids.org](mailto:allenm@grandrapids.org). Ribbon cutting assistance provided by **Elizabeth Morse, Business Programs Manager** | 616.771.0342 | [moresee@grandrapids.org](mailto:moresee@grandrapids.org).

## Business Outreach Team Activity Requirements

- Conduct a minimum of seven (7) business outreach calls on a monthly basis to members in the 8<sup>th</sup> month of their membership year (average # of calls per month/per Ambassador is between 9-10)
- Provide ongoing feedback via email to the Chamber on outreach calls & visits on a monthly basis and complete calls/visits during the 30 day time frame between monthly meetings
- Keep the Chamber posted on business openings, celebrations, and intel from the business community at large
- Participate in four (4) member celebrations/ribbon cuttings annually
- Participate in four (4) Chamber events/programs annually
- Accept and conduct a minimum of four (4) new member Assigned Ambassador calls/visits

## Events Team Activity Requirements

- Attend a minimum of two (2) Chamber events on a monthly basis
- Volunteer to meet, greet and network at a minimum of six (6) Chamber events on an annual basis (event sign up information is distributed at each monthly meeting)
- Volunteer to meet, greet and network at one (1) Member Orientation event annually
- Advanced registration with pre-payment is required for all Chamber events unless otherwise specified by the Chamber
- Registration for events with any Ambassador related discounts must be received prior to the early registration cutoff date & time
- Participate in four (4) member celebrations/ribbon cuttings annually
- Accept and conduct a minimum of four (4) new member Assigned Ambassador calls/visits

### **Member Celebrations/Ribbon Cuttings Team**

- Attend the **majority** of scheduled celebration events on a monthly basis
- RSVP in advance for all member celebrations (accept, tentative, or decline) and update as necessary at least 24 hours in advance
- Communicate and encourage Ambassador participation at member celebration events
- A minimum of five (5) Ambassadors in attendance is required at each member celebration event
- Arrive at least fifteen (15) minutes prior to the scheduled ribbon cutting time
- Greet and network with members and their guests and participate in ribbon cutting photo
- Participate in (4) Chamber events/programs annually
- Accept and conduct a minimum of four (4) new member Assigned Ambassador calls/visits

### **Assigned Ambassador – New Member Visits**

- All Ambassadors are required to participate in this program
- Accept and conduct a minimum of four (4) new member visits annually
- Connection must be made within two weeks of being assigned with updates provided to the Chamber
- Provide ongoing feedback on all calls and visits to the Chamber via email
- Mentor new members through their first year of membership keeping the Chamber updated on outreach and activity

### **Ambassador Attire**

- Business casual to business professional attire is expected
- Ambassador name badge (your first name badge is free; replacements are \$15 each)
- Jeans are acceptable providing they are business appropriate
- Please be respectful and mindful of the organizations you are visiting and their office cultures; i.e. Attorneys, Banks, CPA's, etc. typically do not allow jeans in the workplace

### **Overall Ambassador Committee Expectations**

- Volunteer up to potentially 20 hours on average per month performing Ambassador/Chamber related responsibilities
- Attend monthly committee meetings (three absences allowed per year)
- Attend one (1) of four (4) quarterly Ambassador training/orientation meetings outside of the regular monthly meeting
- Participate in the New Chamber Member Assigned Ambassador Program; minimum of (4) visits per year per Ambassador
- Attend GRACC events and programs on a regular basis
- Mentor new Ambassadors and connect with current Ambassadors through 1:1 meetings
- Promote GRACC to members and non-members in the business community
- Promote member-to-member business opportunities
- Accept additional Ambassador assignments as designated by GRACC
- Stay current on GRACC information at [www.grandrapids.org](http://www.grandrapids.org) on a regular basis
- Stay current on Ambassador information at [www.grandrapids.org/ambassadors](http://www.grandrapids.org/ambassadors)
- Stay current on Chamber events and programs at <http://www.grandrapids.org/events-programs/>

- Ambassadors may take one (1) 90 day leave of absence per calendar year and will be placed on a 30 day probationary period upon their return to the committee
- Participation of all incoming Ambassadors will be reviewed 90 days after joining the committee
- Ambassadors are encouraged to participate in all aspects of the Chamber
- Activity levels will be reviewed on a quarterly basis by the Chamber's Director of Business Outreach and the Ambassador Leadership Team
- Abide by the Ambassadors Attire, Code of Ethics and Member Interactions policies

**Ambassadors Committee Chamber Staff Contact:**

Mark Allen, Director of Business Outreach, Business Services  
616.771.0348 | [allenm@grandrapids.org](mailto:allenm@grandrapids.org)

**Member Celebrations/Ribbon Cuttings Contact**

Elizabeth Morse, Business Programs Manager  
616.771.0342 | [morseee@grandrapids.org](mailto:morseee@grandrapids.org)

**Interested in becoming a Chamber Ambassador?**

Visit [www.grandrapids.org/ambassadors](http://www.grandrapids.org/ambassadors) and download the committee application or contact: Mark Allen at [allenm@grandrapids.org](mailto:allenm@grandrapids.org) | 616.771.0348.

Please return completed and signed application below to:  
Mark Allen, Director of Business Outreach, Business Services  
Grand Rapids Area Chamber of Commerce | 111 Pearl St NW | Grand Rapids, MI 49503  
Fax | 616.771.0318 or email [allenm@grandrapids.org](mailto:allenm@grandrapids.org)



# Ambassadors Committee

## *Application & Commitment Form*

Member Company \_\_\_\_\_

Applicant's Name \_\_\_\_\_ Title \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_

Please list three leadership traits or skills you possess and explain how these can help advance the mission of the Ambassador Program:

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_

Please list three reasons for wanting to serve as an Ambassador.

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_

Were you recruited by a current Ambassador? (Name) | \_\_\_\_\_

How long has your company been a Chamber Member? | \_\_\_\_\_

How long have you been with this member company? | \_\_\_\_\_

Are you an Ambassador for another Chamber? (Name) | \_\_\_\_\_

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

- Assist the Chamber in continued success through member recruitment, business outreach calls and visits, new member welcome visits and other projects along with active participation in at least one (1) of the Ambassador sub committees,
- Attend the monthly Ambassador Committee meeting held on the third Wednesday of each month (*3 absences allowed, Ambassadors exceeding the maximum number of absences, excused or unexcused, may be placed on a leave of absence or asked to resign based on the discretion of the Ambassador Leadership Team*),
- Record monthly Ambassador activity on the required log sheet and return prior to each meeting,
- Meet or exceed the minimum required activity expectations for your chosen subcommittee(s),
- Maintain a professional appearance and attitude when representing the Chamber,
- Keep proprietary information confidential,
- Maintain the highest standard of ethics while servicing member organizations and reporting Ambassador activities,
- Volunteer time to help at various Chamber events,
- Be knowledgeable about the Chamber in areas regarding Chamber services, programs, and the business community,
- Attend one (1) of the quarterly Ambassador review/training sessions that will be held outside of the regularly scheduled meetings,
- 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 performance and attendance expectations,
- Abide by the Ambassador Code of Ethics and Member Interactions guidelines and understand I may be placed on a leave of absence or removed from the committee because 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 Grand Rapids Area 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 Employer/Supervisor

Date