



ST. JOHNS  
C O U N T Y  
C H A M B E R  
O F C O M M E R C E

**AMBASSADORS  
HANDBOOK 2008-2009**

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# Introduction to the St. Johns County Chamber of Commerce

Congratulations! You are an integral part of the St. Johns County Chamber of Commerce, a Chamber with a long and proud history. Through the years, your Chamber has been recognized as one of the prime contributors to the growth and vitality of the St. Johns County Community. The area's well-being is directly related to the caliber of work done by your Chamber.

The Chamber is a voluntary organization of community, business and professional leaders who work together to promote the civic, commercial and economic progress of our community.

## Vision Statement

To be considered the premiere business and community service organization in St. Johns County, with a strong leadership position in the community.

## Mission Statement

To deliver continuous value-added service to our members and the community, resulting in a business environment and quality of life where existing businesses have the opportunity to prosper, and new businesses find it attractive to locate in St. Johns County.

## Values

Customer Focus/Satisfaction  
Leadership  
Empowered Staff  
Continuous Quality Improvement  
Value-Added Philosophy

## Chamber History

The Chamber of Commerce idea is a concept found only where private initiative and free enterprise exist. The Chamber of Commerce is a voluntary institution in the United States eight years older than the Declaration of Independence. The New York State Chamber, first in America, was organized in 1768. The first Chamber formed in Florida was in Kissimmee.

In those 200 years, the Chamber has grown from a single purpose Federation of Traders who organized to promote trade and cut costs by cooperation in certain operations—to a broad community development association which believes that when men and women of high power work unselfishly on problems which they have in common, progress will result.

The Board of Trade in St. Augustine was formed in 1904 later to become the Chamber of Commerce in 1930.

# St. Johns County Chamber of Commerce Ambassador Program

## Mission

The mission of the Ambassadors is to represent the Chamber by exhibiting the highest degree of professionalism, knowledge and integrity to our members and the business community. Ambassadors will serve as the greeting arm of the Chamber to promote new member participation and retention.

For its overall goal, the Ambassadors stress continued personal membership contact, as well as continuous visibility and publicity. To achieve this mission and goal, the Ambassadors participate in the following meetings, events and activities:

- Monthly Chamber Mixers
- Monthly Ambassador Meetings
- Ribbon Cuttings
- New Member & Renewing Member Visits
- Telephone Service Calls to Members
- Business Development Week
- Special committees formed on an as needed basis at the Ambassador Board's discretion

# Becoming an Ambassador

## Pre-requisite:

In order to be recommended for membership in the Ambassador program, an individual's business must be a Chamber member, or an individual must be employed by or otherwise affiliated with a business or organization whose membership is in good standing with the St. Johns County Chamber of Commerce.

To become an Ambassador, you must:

1. Meet the pre-requirement listed above
2. Fill out an Ambassador Application
3. Meet with Ambassador Membership Chair
4. Must work with an Ambassador Mentor for 3 months. *You will be fully qualified to perform Ambassadors' duties only after completion of the 3-month mentoring period.*
5. Attend Ambassador Meeting as a guest
6. Must attend both Quarterly Chamber & Ambassador Orientation and sign a commitment form

# Roles of an Ambassador

## RECRUITMENT OF NEW MEMBERS

**PURPOSE:** To increase and enhance the St. Johns County Chamber of Commerce's membership base through recruitment of new Chamber and Economic Development Council members.

*Ambassadors will report to the Membership Development Manager (Chamber staff) for all tasks related to new member recruitments.*

- Through professional contacts, reach out to prospective members to inform them on Chamber and Economic Development Council benefits and to, ultimately, have them join.

## MEMBER VISITS

### New Members

**PURPOSE:** To deliver the membership information to new Chamber of Commerce members and (when necessary) new representatives of current Chamber members and to generally orient members to the benefits and services of Chamber membership.

*Ambassadors will report to Membership Chair for all tasks related to new member visits.*

- Personally visit all new members on behalf of the Chamber to inform them of the benefits, services and responsibilities of Chamber membership. Ambassadors have **2 weeks** to make contact with new members after receiving information at the monthly meeting. The Ambassador will call the new member to set up a convenient time for a visit. **Contacting every new member within two weeks is an important first step in membership retention.**
- Personal visitations include the delivery of the membership plaque, explanation of benefits and services, and an invitation to participate actively in upcoming events. Also, encourage new members to schedule a Ribbon Cutting.
- New members will receive two contacts from an Ambassador during the first month:
  1. Telephone call from Ambassador to arrange appointment
  2. Visitation from Ambassador
- Use the New Member Visitation forms to provide feedback to the Chamber staff on the member's interest in participation.
- If you cannot make a visit, please inform Chamber staff as soon as possible for reassignment.

## Current Members (Operation Thank You)

PURPOSE: To thank St. Johns County Chamber of Commerce members who have renewed their membership.

*Ambassadors will report to Membership Chair for all tasks related to renewal member visits.*

- Personally visit all members who have renewed their membership. Ambassadors have **2 weeks** to make contact with members after receiving information at the monthly meeting.
- The Ambassador will call the renewing member to set up a convenient time for a visit.
- Personally deliver on behalf of the Chamber a renewal package including a thank you letter from the Chairman of the Chamber of Commerce, Information on the Chamber, Economic Development Council (EDC), Chamber Staff and either a plaque sticker or enhanced plaque (depending on level of membership).
- Take a few minutes with the renewing member to thank them for their Chamber support and for renewing their Chamber membership. Inform them of the next Mixer and/or upcoming events. Review material in packet with new member.
- Renewing members will receive two contacts from an Ambassador during their renewal month:
  1. Telephone call from Ambassador to arrange appointment
  2. Visitation from Ambassador
- Use the Member Renewal Visitation forms to provide feedback to Chamber staff on the member's interest in participation.
- If you cannot make a visit, please inform Chamber staff as soon as possible for reassignment.

## **TELEPHONE SERVICE CALLS**

PURPOSE: To update account information on Chamber members, keep members informed of current programs and activities, and obtain feedback from members about Chamber activities.

*Ambassadors will report to Membership Chair for all tasks related to telephone service calls.*

- Contact by telephone a minimum of **3 new Chamber members monthly**. Thank company for their membership in the Chamber. Verify membership account information, promote Chamber activities and programs and obtain member feedback. Ambassadors have **2 weeks** to make contact with members after receiving information at the monthly meeting.
- Use the Telephone Service Call form to verify account information provided is correct and up-to-date.
- Fax the Telephone Service Call form to Membership Chair.
- Ambassadors only need to call businesses two or three times. If contact hasn't been made with the business, note on the service call form the dates you tried to contact the business
- If you cannot make a call, please inform Chamber staff as soon as possible for reassignment

## **ORIENTATION/RETENTION**

PURPOSE: To train new Ambassadors in the procedures for membership retention. To increase membership retention by expressing gratitude to members for joining the Chamber.

*Ambassadors will report to Vice Chair for all tasks related to orientation/retention.*

- Contact prospective Ambassadors and invite them to Ambassador Orientation. Follow up as necessary to ensure that they join and become active in the group
- Conduct regularly scheduled sessions to orient and educate new participants in all facets of the Ambassadors' work.

## **REMINDERS/ATTENDANCE**

PURPOSE: To maintain Ambassador involvement by sending reminders and tracking attendance for recognition purposes.

*Ambassadors will report to the Membership Chair for all tasks related to reminders/attendance.*

- Strive to reach and maintain attendance at all monthly Ambassador meetings by actively participating in Ambassador meetings and duties.
- Ambassadors must participate in a minimum of five (5) Ambassador Activities per quarter. The following duties apply:
  - ◆ Monthly Ambassador Meetings (First Tuesday of each month at 4:30 p.m.)
  - ◆ Monthly Chamber Mixers (location changes each month)
  - ◆ Ribbon Cuttings
  - ◆ New Member Visits
  - ◆ Member Renewal Visits (Operation Thank You)
  - ◆ Telephone Service Calls
  - ◆ Membership Recruitment

It is the Ambassador's responsibility to make sure they check-in with the event coordinator at each event they attend.

If an Ambassador doesn't meet the minimum activity requirement per quarter, the Ambassador would receive a warning letter from the Ambassador Board of Directors explaining that he/she has not participated in enough activities for that quarter. After the third letter the Ambassador will be removed from the Ambassador program.

## **MENTOR QUALIFICATIONS & DUTIES**

### **To be a Mentor, an Ambassador:**

- Must currently be an active Ambassador with at least 6 months of membership in the Ambassador program.

### **Duties as a Mentor include:**

- Contacting the Mentee assigned to you
- Explaining the procedures involved with attending ribbon cuttings, making telephone service calls, and going on new and renewal member visits
- Describing the different roles Ambassadors play at mixers, as well as what it means to be a Mixer Host
- Attending two to three new member or renewal visits, a ribbon cutting, and a mixer with the Mentee
- Maintaining contact with the Mentee for the first 3 months to ensure that the Mentee understands his/her duties as an Ambassador

## **EVENTS**

**PURPOSE:** To give Ambassadors the opportunity to act as a liaison between Chamber and general membership.

*Chamber staff will have sign-up sheets and times for Ambassadors.*

### **Responsibility of Ambassadors at Ribbon Cutting ceremonies:**

- Ambassadors will report to Chamber staff for all tasks related to Events.
- To welcome the member into the Chamber
- To be in the picture with the new member
- To go on a tour of office if offered
- Invite new member to Chamber events
- Please arrive to Ribbon Cutting 10 minutes prior to scheduled time

### **Responsibility of Ambassadors serving at mixers**

Ambassadors are able to sign up for 2 shifts during the Mixer --1st shift: 4:30-5:30 p.m. -- 2nd shift: 5:30-6:30 p.m. Upon arrival at the mixers, Ambassadors are the report to the mixer coordinator.

- Mixer Coordinator  
The Mixer Coordinator is in charge of assisting the Mixer Host (Chamber Member) with the planning of the event. The Mixer Coordinator will make sure there are plenty of Ambassador volunteers for the event; make sure we have enough check-in tables (at least two), trash cans, food/alcohol, bathrooms, etc. The Mixer Coordinator is the liaison between the Mixer Host and the Chamber.
- “Name Tags and Greeters”  
Welcome Chamber members and their guests  
Assist with making name badges and collecting business cards
- “50/50”  
Ambassadors are to sell 50/50 tickets throughout the Mixer. One half of the 50/50 money goes to the Ambassadors’ revenue account and the other half goes to the winner.
- “Photographer”  
Ambassadors are responsible to take photographs during the Mixer to be included in the upcoming Connections (Chamber Quarterly Newsletter).
- “Parking”  
Ambassadors are to help members with the parking situation if necessary. The Ambassadors will set directional Chamber Event signs and remove them after the event.
- “Go-For”  
Ambassadors are to help other Ambassadors who are working the Mixers. This duty is to get drinks and/or food for the Ambassadors who are working their shift.
- Answer questions and invite comments on current Chamber activities.

## **Responsibility of Ambassadors during Business Development Week**

Ambassadors are to report to Chamber staff during Business Development Week. Chamber staff will have sign-up sheets and times for Ambassadors

- **Expo:**
  1. Assist Chamber with Welcome Table
  2. Assist Chamber with working the Chamber booth by answering questions of attendees and handing out Chamber material if requested
- **Lunch:**
  1. Assist Chamber with sign-in table
  2. Assist Chamber with lunch tickets at the door
- **Mixer:**
  1. See Mixer Responsibilities listed above
- **Golf Tournament:**
  1. Sell Mulligans before shot-gun
  2. Be a witness at the *hole-in-one hole* on the golf course

# Ambassador Recognition Program

The purpose of this program is to provide recognition of those Ambassadors whose outstanding performance of their responsibilities is of a level above that of other members.

- Points are awarded for participation in Ambassador Activities.
- "Ambassador of the Month" points will be calculated on the last working day of the month by the Membership Chair.
- The Ambassador with the highest participation at the end of the year receives the "Ambassador of the Year" award

## **AMBASSADOR OF THE MONTH RECEIVES:**

- Recognition at monthly Ambassador Meeting
- Gift Certificate and "Ambassador of the Month" ribbon
- Recognition on Chamber website
- Recognition in Connections

## **AMBASSADOR OF THE YEAR RECEIVES:**

- Plaque
- Ambassador's gift presentation
- Recognition at Chamber and Economic Development Council (EDC) Annual Banquet
- Recognition on Chamber website
- Recognition in Connections

## **RECOGNIZED AMBASSADOR ACTIVITIES:**

- Recruitment of New Chamber Member
- Ribbon Cutting Attendance
- Volunteering for Chamber Events (Mixers, Business Development Week, etc.)
- New Member Visits (recognition will be awarded if completed in 2 weeks)
- Member Renewal Visits (recognition will be awarded if completed in 2 weeks)
- Telephone Service Calls (recognition will be awarded if completed in 2 weeks)
- Attendance at Monthly Ambassador Meeting
- Bringing a prospective Ambassadors to Ambassador Meeting
- Volunteering to be an Ambassador Mentor
- Serving on any Special Committee

# Ambassador Leadership Program

## **AMBASSADOR BOARD ELECTION CRITERIA**

- Each August, the Chair shall appoint a Nominating Committee of not less than five Active Members which shall consist of: (i) two members on the current Board; and (ii) two Active Members at large and (iii) one Chamber staff member.
- During August, the Nominating Committee shall create a list of potential nominees to act as new board members and direct staff to send notice to all Ambassadors requesting submissions of potential nominees. The nominations shall close on the last business day in August.
- Upon closing nominations, the Nominating Committee shall immediately thereafter file its report with the Chair stating its recommended slate of nominees. Prior to filing its report, at least one member of the Nominating Committee shall speak with each of its recommended nominees to confirm they are indeed willing to serve.
- Upon receiving the Nominating Committee's report, the Chair shall direct staff to send notice to all Ambassadors on or before September 1<sup>st</sup> which provides the members with: the name, title and company name of each nominee; the opportunity to confirm the appointment of each nominee; and a statement that all responses must be received by the Chamber staff within 10 days from the date of the notice.
- As soon as practicable after return of the members' responses, the Nominating Committee shall reconvene to examine the responses and confirm the nominees. The Nominating Committee shall then deliver a final report to the Chairman listing the confirmed nominees. Upon confirmation, a member of the Board or staff shall inform the nominees and each shall thereafter be deemed appointed to serve as an Ambassador Board member effective at the upcoming regular Ambassador Board meeting in October.
- In the event any nominee is not confirmed and a Board vacancy remains, then the Chairman shall be entitled to appoint a new Board member in a similar manner to any mid-term vacancy.

## **AMBASSADOR BOARD OBJECTIVES**

- To govern and direct all activities of the Ambassadors
- To serve as the voice of the Ambassadors
- To recognize and retain outstanding Ambassadors

## **RESPONSIBILITIES OF AMBASSADOR BOARD**

Ambassador Board members' responsibilities may be reassigned each year among board members according to their scope of expertise.

### **Responsibilities of all Board Members**

- Attend all monthly Ambassador meetings and Ambassador Board Meetings
- Be available to Ambassadors for questions or concerns
- Serve at least one year
- Is a voting member of the Ambassador Board

### **Responsibilities of Immediate Past Ambassador Chair**

- Will serve on Ambassador Board for one year as Immediate Past Chair
- Attend all monthly Ambassador meetings and Ambassador Board Meetings
- Act as advisor to the current Ambassador Board members

## **Responsibilities of Ambassador Chair**

- Oversee all Board members
- Run and attend Ambassador Board meetings and Ambassador meetings
- Award deserving Ambassador with Ambassador of the Month award
- Attend Chamber Board of Directors Meetings (6 per year) and report on Ambassadors' activities.
- Attend Chamber and EDC Annual Retreat
- Serve as Immediate Past Chair after completion of the role of Chair

## **Responsibilities of Ambassador Vice Chair**

- Preside at Ambassador Board and Ambassador meetings in the absence of the Chair
- Follow up with prospective Ambassadors after the meetings to determine their interest
- Conduct orientation sessions to train new Ambassadors in the procedures for new member visitations and service calls
- Vice Chair and Membership Chair meet to review Ambassador attendance and participation. Vice Chair send warning letter when appropriate.

## **Responsibilities of Membership Chair**

- Keep track of Ambassador attendance at Chamber meetings/events by maintaining the point system.
- Follow up on incomplete Ambassador Activities
- Connect new Ambassador with Ambassador Mentor
- Follow up after the assignment of new member and member renewal visits to ensure that the visitation has been made and reassigned (if necessary) when there is more than reasonable delay in making the visitation
- Follow up with Ambassadors to assure completion of assigned telephone service calls each month
- Give all reports to Chamber staff

## **Responsibilities of Member-at-Large**

- Preside at Ambassador Board and Ambassador meetings in the absence of the Chair and Vice Chair
- Record and print minutes of monthly Ambassador Board meetings for distribution to Ambassador Board Members and Chamber staff

# Chamber & Ambassador Leadership

## AMBASSADOR BOARD

### **Ambassador Chair**

Marion Fike, *Jacobs & Jacobs*  
(904) 461-5556  
marion@sunrealty.com

### **Vice Chair**

Carly Saffer, *The Bailey Group*  
(904) 461-1800  
csaffer@mbaileygroup.com

### **Immediate Past Chair**

Bridget Van Landingham, *Business Solutions Unlimited*  
(904) 540-6569  
bridget@bsullc.com

### **Membership Chair**

Jane Hire, *Bayview*  
(904) 315-1221  
jlchire@yahoo.com

### **Member-at-Large/Community Outreach Chair**

Marty Lewis, *Money Pages*  
(904) 306-0086  
caddiet@bellsouth.net

### **Ribbon Cutting Coordinator**

Gene Morse, *Craig Funeral Home, Inc.*  
(904) 315-8157  
genemorse@bellsouth.net

## CHAMBER CHAIRMAN

**Jill Atwood**

**Calhoun & Atwood, LLC**

(904) 797-2884  
jatwood2881@aol.com

## CHAMBER PRESIDENT

**Robin Burchfield**

(904) 824-8142  
robin.burchfield@stjohnscountychamber.com

## VICE PRESIDENT

**Isabelle Rodriguez**

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