

AMBASSADOR COMMITTEE MANUAL



Palm Beach North County Chamber of Commerce Mission Statement:

*Our shared purpose is to foster a partnership of private, public, education,
and civic organizations working together to ensure Palm Beach North is
Florida's "Prosperity Coast."*

MISSION, CRITERIA & REQUIREMENTS

The Mission Statement of the Ambassador Committee of the Palm Beach North Chamber of Commerce is to enhance the value of Chamber membership by providing assistance to both new and existing members so that they fully understand and utilize their membership.

Goals:

- Welcome new members to the Chamber within forty-five days of joining date. Educate new members on how to get more out of their membership – what the Chamber has to offer, ways to get involved, etc.
- Increase retention of new and existing members by engaging them in programs and services offered by the Chamber, stressing the importance of attendance and participation and keeping them informed about our advocacy efforts.
- Refer prospective new members to the Chamber.

Criteria:

In order to be considered for Ambassador Committee, candidates must...

1. Have been active for at least 90 days
2. Attend a Business Before Hours (BBH), Business After Hours (BAH), Young Professionals event, AND any of the New Member Event Series: Learn. Connect. Grow. (101, 201, 301)
3. Attend two Ambassador Committee Meetings
4. Submit application to Committee Chair (below)
5. Meet with Ambassador Mentor and sign the Commitment Form (below)

Requirements:

- Maintain a 75% or higher attendance record at Ambassador Meetings throughout the rolling year (Contact Committee Chair when you will not be able to attend).
- Must attend a minimum of one Chamber event per month (including but not limited to Business Before Hours (BBH), Business After Hours (BAH), Ribbon Cuttings, Grand Openings and Ground Breakings) as Ambassador volunteers to table host, sell 70/30 raffle tickets, recognize, and promote new and expanding businesses and assist Chamber staff with supporting and welcoming new members and guests.
 - Remember that by attending these events as an Ambassador, you are a representative of the Chamber and are there to both facilitate and support the member experience.
 - *Ambassador nametags should be worn at all times while attending a Chamber event, if registered to volunteer at said event.*

Added Benefits: *Why become an Ambassador...*

- Greater return on your membership investment for you and your business.
- Establish enhanced credibility through leadership role.
- Develop relationships with key business contacts through association with other volunteers and Chamber members.
- Sharpen networking, communication, marketing, and leadership skills through interaction with Chamber members.
- Increased recognition through visibility within the Chamber.
- Increased knowledge of the community through speakers and discussions.
- Any Ambassador scheduled to volunteer at a Chamber event will not be required to pay the registration fee and will be pre-registered by the Chamber staff liaison, as directed by the Volunteer Coordinator. *Those who are not scheduled to volunteer must register themselves and pay the registration fee.*

Roles and Responsibilities of a Chamber Ambassador:

- **New / Retention (current) Member contact** - Each Ambassador will be assigned a designated list of new and retention Chamber members (list provided by staff).
 - *The purpose of the contact for new members is to welcome the new member to the Chamber and educate them on how to navigate the Chamber and make the most out of their membership*
 - *The purpose of the retention contact is to reengage members who may not have gotten involved right away or might still have questions about the benefits of their membership*
 - Ambassadors are required to connect with each member at least one to two times per year – at the least
 - Each new member should receive a phone call, e-mail and/or personal visit from a minimum of one Ambassador within the first forty-five days of joining the Chamber
 - It is important for the Ambassadors to find out what their business does and what they are looking for from the Chamber
 - Feedback to be provided back to Chamber: ideas for what events might be the best for them to attend, ideas on existing members they should connect with, etc.
- **Process:**
 - When visiting each business that you are assigned to, please introduce yourself and drop off the following items:
 - 1 Membership Checklist – Please go over with new member in detail.
 - Your Business Card (Make sure to pick up their business card as well)
 - Please make sure they know you are their **Chamber partner**

- *Membership Plaque and Window Cling are mailed to member*
- Verify they are registered for the next New Member Orientation, and if they are not then make sure they register while you are with them
- Make sure to invite them to meet you at an upcoming event you will be attending
- Ask if they have any questions. If you are unable to answer, please have them call the office and speak with a Membership Development team member
- Encourage them to consider getting involved (ex. Committees and Councils, Sponsorship Opportunities, etc.)
- Once you have visited all assigned businesses, deliver or scan checklist(s) back to the Sub-Committee Chair prior to the next Ambassador Meeting
- Attend Chamber events:
 - Business Before Hours (BBH) Events as a Table host
 - Overseeing a table of approximately eight to ten attendees (must have been an Ambassador for at least three months)
 - Business After Hours (BAH)
 - Power Networking
 - Ribbon Cuttings, Grand Openings and Ground Breakings as representatives of the Chamber
 - Various Council events including:
 - Women In Business
 - Woman of the Year
 - Annual Tea by the Sea
 - Luncheon
 - The Woman Effect
 - Hybrid (In-Person/Virtual):
 - S.H.E. Seminars: Smart. Honest. Effective.
 - Young Professionals
 - Professional Development Luncheons
 - Networking Mixer, including End of the Year Celebration
 - CEO Connection
- Greet and welcome new member(s) at events
- Introduce new members to existing members, especially potential business referral sources or clients, etc.
- Encourage conversation and answer any questions regarding the Chamber
- Sell 70/30 raffle tickets when necessary
 - Refer all inquiries to appropriate staff member

OFFICER ROLES AND RESPONSIBILITIES

1. CHAIR

RESPONSIBILITIES

- Serve as the Committee's lead.
- Chair and lead the Ambassador Committee in vigorous pursuit of the Chamber's Shared Purpose; exemplify and safeguard the Chamber's Shared Purpose.
- Foster and protect a safe environment for open communication and inquiry; ensure due process.
- Facilitate consensus; foster collaborative, creative problem-solving and priority-setting.

2. CO-CHAIR

RESPONSIBILITIES

- Perform the duties of the Chairman in his/her absence.

3. TRAINING & EDUCATION CHAIRS

RESPONSIBILITIES

- Assist in acclimating new members by welcoming, integrating and introducing to promote the variety of benefits offered by the Ambassador Committee
 - Set a clear expectation of Ambassador's role
 - Review Ambassador Committee Manual, which includes the roles and responsibilities of Chamber Ambassadors
 - Once Onboarding Meeting has been set and completed, alert Chamber liaison of new ambassador via e-mail
- Update and alert Co-Chairs and Chamber liaison of Committee changes

4. VOLUNTEER COORDINATOR

RESPONSIBILITIES

- Coordinates Ambassador Volunteers for the following events and programming:
 - Orientation: Chamber 101 (AM slot: 11:45 a.m. – 12 p.m. / PM slot: 1 – 1:15 p.m.)
 - F.O.M.O. (Future Ongoing Member Orientation) Mixer (6-10 Ambassador volunteers minimum)
 - Ribbon Cuttings (varies between 1-4/month)
 - Business After Hours (BAH) (2 Ambassador volunteers minimum to sell 70/30 raffle tickets)
 - Business Before Hours (BBH) (2-5 Ambassador volunteers minimum to be placed around registration and nametags)
- Update Co-Chairs and Chamber liaison of volunteer commitments at least 2 days prior to the event

COUNCIL MEMBERS AND CHAMBER STAFF

A. EXPECT THE COMMITTEE/COUNCIL CHAIRS TO:

1. Send out meeting notices for committee meetings.
2. Prepare agendas for meetings.
3. Start and end meetings on time.
4. Allow time for members to get acquainted.
5. Make initial presentations.
6. Explain Chamber objectives and community needs in relation to these projects and activities.
7. Stimulate group thinking and encourage group discussion.
8. Serve as a guide and leader in discussions.
9. Summarize discussions and decisions with an objective eye.
10. Keep discussion moving to logical conclusion.
11. Observe committee members with an eye toward recommending future chamber leaders.
12. Summarize the meeting at its conclusion and review needed action.
13. Prepare meeting minutes.
14. Distribute meeting minutes to committee members and Chamber staff liaison.

B. COMMITTEE/COUNCIL CHAIRS EXPECT THEIR COMMITTEE MEMBERS TO:

1. Prepare in advance of all meetings.
2. Familiarize themselves with Chamber objectives.
3. Think in terms of community needs.
4. Contribute to committee discussions.
5. Reserve time for research and work on committee projects and activities.
6. Make an effort to attend all meetings.
7. Think in broad, rather than narrow, terms when working on committee projects.
8. Actively participate and follow through on committee assignments.
9. Make reports at committee meetings on assignment progress.

C. COMMITTEE/COUNCIL CHAIRS EXPECT THE STAFF LIAISON TO:

1. Work with the committee chairmen in determining dates, times and locations of all meetings.
2. Work with the committee chairmen in determining the agenda.
3. Provide information to the committee regarding changes in Chamber policies and procedures, events, other committee action, etc.

New Member Checklist

Prescribed Start

In order to assist you in navigating all the Chamber has to offer, we recommend you attend the following events within your first 3 months. *No specific order required.*

- ☐ Meet with Membership Development - discuss Chamber member benefits and advantages
- ☐ Orientation (LEARN - Chamber 101) - a comprehensive overview and training of benefits
- ☐ Ambassador Visit - learn about the Chamber from an Ambassador
- ☐ Business Before Hours - network and learn about our local/state economy
- ☐ Business After Hours - join us for one of our friendly mixers

Don't know how to register? Ask your Ambassador.

Ambassador Package

- ☐ Membership Directory
- ☐ Resource Guide
- ☐ New Member Coupon Book
- ☐ Membership Plaque
- ☐ PBNCC window cling and sticker
- ☐ New Member Checklist

Our Mission

***"We are the unified voice of business
driving sustainable growth and prosperity."***

Key features

- ☐ Sponsorship Opportunities
- ☐ Marketing Opportunities
- ☐ Member Mailing List
- ☐ Ribbon Cutting
- ☐ Event Registration
- ☐ Member Information Center portal (Company Information, Hot Deals, Job Postings, Etc.)

SERVING

***Juno Beach • Jupiter • Jupiter Inlet Colony
Lake Park • Mangonia Park
North Palm Beach • Palm Beach Gardens
Palm Beach Shores/Singer Island
Riviera Beach • Tequesta***

Ambassador Name: _____ Date Delivered: _____

Company Name: _____ Member's Signature: _____

Chamber Contact Information

Brittany Cartwright
(561) 748-3952
Brittany@pbnchamber.com
Sr. Director of Business Development

Katie Velotta
561-748-3942
katie@pbnchamber.com
Membership Development Manager



Committees and Councils

Ambassador Committee

Our Ambassadors serve as an extension of our membership team. Educating and serving new and existing members this group's mission is to enhance the value of your Chamber Membership. **Guests are welcome**

Government Affairs Committee

Informs chamber members of legislative issues affecting their businesses and the community, supports our elected officials, and encourages the business community to take an active role in the legislative process. **Open group**

Education Committee

This committee promotes partnership among educational institutions and businesses. This committee creates fundraising opportunities, advocates awareness about trends, opportunities, and challenges in the Education Community, facilitates education programs with local institutions, and spreads the word about the John C. Giba Leadership Awards and annual Teacher of the Year Awards. **Open group**

Healthcare and Life Science Committee

A resource for businesses to connect, educate, discuss and promote healthcare and life science topics that affect Palm Beach North quality of life. They will conduct nine monthly meetings per year at which HCLS members alternate presenting. The group will plan and implement events that bring value to the healthcare and life science sectors as well as the Palm Beach North Community at large. **Open group**

Economic Development Committee

This is a **working committee** comprised of representatives from Palm Beach North's business, government and education sectors. This group is dedicated to the prioritization, provision of resources and implementation of key strategies outlined in the Chamber's 5-year Strategic Plan. **By invitation only.**

Sustainability Subcommittee

To establish and recommend environmental health and sustainability best practices for the Chamber and its members. **Open group**

Palm Beach North Education Foundation *(new name in 2023!)*

Private non-profit organization, separate and apart from the Chamber which oversees the endowment established through donations for scientific, educational, and charitable purposes. **By invitation only**

NorthPAC

Governed by appointed Trustees that are members of the Chamber, this entity is a political committee and is distinct and separate from the Palm Beach North Chamber of Commerce. NorthPAC Trustees represent the Palm Beach North business community and make decisions based on impact to the overall economic prosperity and quality of life to the region. **By invitation only**

Women in Business Council

A **working council** that promotes networking and education for professional women and women entrepreneurs while highlighting the women leaders in the community. The group holds four in-person events per year including: 1-2 Educational Lunches, Annual Tea, Annual Woman of the Year Awards Luncheon as well as rotating bi-monthly virtual events, the S.H.E. Seminars (Smart. Honest. Effective) and The Woman Effect. **By invitation only**

Young Professionals of Palm Beach North

A **working council** that is led by a group of young professionals ages of 21 to 39 who are charged with ensuring that the needs of this age group are addressed through the Chamber and organized monthly events. **By invitation only**



A Brief Overview: Benefits of Chamber Membership

Networking and Marketing

- Business Before Hours – monthly on 3rd Wednesday
- Business After Hours - monthly / bi-monthly typically on 4th Thursday
- Leadership Awards Dinner (May)
- Ribbon Cutting and Grand Opening for New Businesses or Special Occasions
- Small Business Programs including but not limited to Successful Business Strategies – Chamber 201, Power Networking and Business Conference
- New Member Event Series: Learn. Connect. Grow.
- Membership Directory Listing – both digital and printed (Prosperity Journal - <https://www.pbnchamber.com/publications>)
- Sponsorship, website advertising and multiple other marketing opportunities
- Committee and Council Opportunities, some with quarterly events

Cost Savings & Benefits

- Free listing in online directory with link to your website, social media, etc.
- Special Savings through ODP Business Solutions (Office Depot) Discount Program
- A Free Digital Health Check from one of our partners, LOCALiQ
- Member Information Center: gives you the ability to post “hot deals”, offering discounts with your business, job postings, press release(s) and events
- Chamber Member Mailing List for nominal fee

Advocacy

- Legislative Agenda offering Chamber position statements and legislative information
- Active Government Affairs Committee
- Representation with US Small Business Chamber of Commerce
- Advocacy and support for Pro-Business legislative initiatives
- NORTH PAC – The Chamber’s Political Action Committee that endorses candidates
- Representation on local community committees

Community Development & Involvement

- Special Events: ArtiGras Fine Arts Festival (FEB), Art Fest by the Sea (MAR), Leadership Awards Dinner (MAY), Loggerhead Triathlon (AUG), etc.
- Committee Opportunities: Education, Government Affairs, Ambassador, Health Care and Life Sciences, Sustainability, and Economic Development
- Council Opportunities: Women in Business Council, Young Professionals Council

Education & Training

- New Member Event Series: Learn. Connect. Grow.: Courses developed to train new and existing members on the ins and outs of the Chamber, best practices, etc.
- Successful Business Strategies – Chamber 201/Small Business Seminars
- Annual State of the County Address and Annual Legislative Update Breakfast

Sample "Script"

Date: _____ Ambassador: _____

Contacted by: Phone __ Visit__

Company Name:

Contact:

Address:

Person Interviewed: _____ Position: _____

Phone: _____ E-mail: _____

Website: _____

- I'm not familiar with your company, can you tell me a little bit about your business?
- How are you currently involved with the Chamber?
- If you are involved, how so?
- If not, why and what might you be interested in? What would make it easier to be more involved?
- Do you have a good understanding of what the Chamber has to offer?
- How likely are you to renew your membership?

Areas you believe the Chamber should focus on:

- ☐ Local Municipal Regulations / Ordinances
- ☐ Environmental Concerns
- ☐ State / Federal Legislative Issues
- ☐ Community Events
- ☐ Educational Programs for Members
- ☐ Member Networking
- ☐ Other: _____



Participant Commitment Form

The Ambassadors, as the Public Relations arm of the Palm Beach North Chamber, must evidence a commitment commensurate with the leadership role that they have accepted.

Upon my acceptance as a member of the Ambassadors Committee, I pledge to the best of my ability, my commitment to use my very best efforts to fulfill this obligation by:

1. Promote membership in the Chamber bringing on new members and encouraging businesses to join.
2. Encourage current members to stay engaged in the Chamber and support the Mission.
3. Promote the Ambassador Committee's Mission and Goals.
4. Attend all Ambassador monthly meetings as scheduled. Committee meets every fourth Tuesday of the month at 8:00 am. I understand that missing more than 3 meetings will eliminate me from the program.
5. Attend and volunteer at Chamber events and activities, including but not limited to Business Before Hours (BBH), Business After Hours (BAH), Ribbon Cuttings, Grand Openings and Ground Breakings, etc.
6. Wear Ambassador name tag for recognition at all Chamber events and functions, if registered to volunteer at said event or function.
7. Exercise due diligence in contacting assigned members through call, visits, and other creative means of relationship building.
8. Do not speak or accept inquiries from the Press on behalf of the Palm Beach North Chamber of Commerce.
9. When acting in my official role as a Chamber Ambassador, my focus will be limited to Chamber related activities.

I have read the Ambassador Committee Manual and agree to fulfill the mission, goals and requirements as indicated.

Ambassador Signature _____

Date _____

PBNCC Chamber Representative _____

Date _____



PALM BEACH NORTH
CHAMBER OF COMMERCE

AMBASSADOR APPLICATION

Thank you for your interest in the Palm Beach North Chamber of Commerce **Ambassadors**. You are a group of motivated, enthusiastic, and informed business men and women who serve as a vital tool for the Chamber's membership program. Please complete the following information below. We look forward to having the BEST **Ambassadors** group.

Tell Us About Yourself. We would like to get to know you better.

Ambassador Name _____

I have been a Chamber Member: ☐ Under 1 yr ☐ 1-3 yrs ☐ 3-6 yrs ☐ 6-9 yrs ☐ 9+ years

Company _____

Address _____ City _____ Zip _____

Phone: _____ E-mail _____

2. Number the following as they apply to your ability and comfort level (10 being the most comfort / 1 least)

- | | |
|--|--|
| <input type="checkbox"/> Calling people you don't know | <input type="checkbox"/> Regularly attend monthly meetings |
| <input type="checkbox"/> Meeting people you don't know | <input type="checkbox"/> Integrating a new Chamber Member |
| <input type="checkbox"/> Networking at social gatherings | <input type="checkbox"/> Mentoring a new Chamber Member |
| <input type="checkbox"/> Exercising effective listening skills | <input type="checkbox"/> Attending multiple monthly functions |
| <input type="checkbox"/> Making time to make visits and calls on behalf of the Chamber | <input type="checkbox"/> Visualizing how caring about some else's business can mean new business for you |

3. Please list other organizations, which you are a member:

4. Your suggestions for Ambassadors: (i.e. items of fun, business, encouragement, incentive, reward, etc.)

Please hand deliver completed form to the Chairman of Committee at next Ambassadors Meeting
Thank you for your participation in the Ambassadors Committee!