



**Red Deer Chamber of Commerce
Ambassador Steering Committee Handbook
April 2009**

*Prepared by the Ambassadors Steering Committee 2008-2009
Approved April 7, 2009
Revised January, 2010*

Table of Contents

Mission Statement.....	Page 3
Ambassadors	Page 3
Ambassador Steering Committee	Page 3
Meeting Guidelines & Etiquette	Page 5
Event Coordinator.....	Page 6

Overview of Events – Pages 6 – 8

- I. Ambassador Events
 - Ambassadors Annual Kick-Off
 - Mentoring Breakfasts
 - Ambassador Luncheons
 - Business After Hours
 - Ambassadors Annual Wind-Up & Election

- II. Chamber Events
 - New Member Breakfast
 - Volunteer Appreciation BBQ
 - Annual General Meeting
 - Business of the Year Awards

- III. Shared Events
 - Speaker Series
 - Host n Boast
 - Professional Development

Mission Statement

The Red Deer Chamber of Commerce Ambassadors are a dedicated team of members who strive to maintain a strong and vibrant Chamber of Commerce through volunteerism, networking and professional development.

Ambassadors

- 1. Ambassadors** are Chamber members who volunteer to:
 - a. Represent the Chamber at Chamber social events, functions and activities
 - b. Promote the Chamber and its activities
 - c. Encourage members to actively participate
 - d. Promote the benefits of Chamber Membership
 - e. Act as a resource for new and existing members
 - f. All Chamber members are eligible to serve as Ambassadors providing that
 - They are members in good standing
 - They have completed the application process

- 2. Applying to become an Ambassador:**
 - a. Obtain an Ambassador brochure and complete the enclosed application.
 - b. Fax, mail or drop off application form to the Red Deer Chamber of Commerce, Attn: Event Coordinator
 - c. The Event Coordinator brings completed applications to the Steering Committee for review
 - d. The Event Coordinator contacts the applicant, welcomes them and
 - Invites them to the Ambassadors Annual Kick Off
 - Inquires if they would like to be paired up with a Mentor
 - i. The Mentor will then set up a meeting to provide orientation and support

- 3. Roster:**
 - a. The Event Coordinator will develop a roster of active Ambassadors and will contact them to volunteer at events
 - b. The roster will be a running record of Ambassador's contact information and year they joined the Ambassadors

Ambassador Steering Committee

- 1. Ambassador Steering Committee (planning committee)**
 - a. Is a committee of Ambassadors who function as the planning committee for certain Chamber of Commerce events
 - b. Work with the Chamber's Event Coordinator
 - c. Is comprised of a minimum of 10 members
 - d. Steering Committee members have the option of putting their name forward to serve as part of the "Executive" at the annual Ambassador Wind Up and Election
 - e. Steering Committee Members who do not wish to serve on the Executive, participate as Steering Committee members for a 3-year term

2. Steering Committee Roles and Responsibilities

- a. To attend monthly Steering Committee meetings (see Meeting Guidelines)
- b. To work cooperatively with the Event Coordinator, for example:
 - To assist the Event Coordinator with selection of speakers
 - As a courtesy, please RSVP the Event Coordinator when she is looking for volunteers
 - To volunteer to MC (Steering Committee Members have the option of MC'ing at Chamber events)
 - i. The MC also acts as Host/Hostess to the Speaker
- c. To meet and greet members at events
- d. To provide agenda items to the Event Coordinator no later than Tuesday of the week prior to the Steering Committee meeting
- e. Resignations from the Steering Committee must be provided in writing to the Chair of the Steering Committee.

3. To join the Steering Committee, an Ambassador:

- a. Advises the Event Coordinator that they would like to participate on the Steering Committee
- b. Event Coordinator advises Steering Committee of applicant's interest
- c. The Event Coordinator invites the Applicant to the next Steering Committee meeting as a new Steering Committee member
- d. Exceptions can be made at the discretion of the Steering Committee which must be voted upon.

4. Executive

- a. Composition
 - Chair (is also appointed to Chamber's Board of Directors and attends Board meetings)
 - 1st Vice Chair
 - 2nd Vice Chair
 - Past Chair
- b. Term of service for an Executive Member is 4 years
- c. Succession Process - At the Ambassador Annual Wind Up & Election:
 - The Chair moves to past Chair;
 - The 1st Vice-Chair moves to Chair; and
 - A 2nd Vice-Chair is elected by secret ballot by all members of the Steering Committee.
 - Ballots are destroyed at the end of voting.
- d. In the event that the 1st Vice-Chair cannot move to Chair, then the 2nd Vice-Chair becomes Chair.
 - The 1st Vice-Chair remains 1st Vice Chair and moves to Chair at the next election

5. Volunteer Stats

Hours and costs are reported to the Chair each month for the Board Report:

- 1.5 hours - Mentoring Breakfast
- 1.5 hours - Ambassador's lunch
- 2 hours - Speaker Series lunch
- 2.5 hours - Business After Hours
- 1.5 hours - Ambassador's Steering Committee meeting
- Plus any other hours and costs you've donated as a volunteer

Meeting Guidelines and Etiquette

1. Steering Committee Meetings are held after the Ambassador's Luncheon at a date, time and location agreed upon at the Annual Wind-up & Election
2. Steering Committee members will RSVP their attendance to the Event Coordinator
 - a. Each Steering Committee member is aware that if they miss 3 consecutive meetings, they will be notified by the Chair that they have been removed from the Steering Committee.
3. The Chair will:
 - a. Chair the meeting;
 - b. Work with the Event Coordinator on the Draft Agenda which should be circulated to the Steering Committee the Tuesday prior to the meeting with requests for additions to the Agenda;
 - c. The final Agenda will be distributed to Steering Committee members no later than the Thursday prior to the Steering Committee meeting
4. If the Chair is unable to attend, he/she will request the 1st Vice Chair to chair, if that person is unavailable then the 2nd Vice-Chair will be contacted
5. Please remember that the person who is speaking has the floor and other attendees should take care to avoid any side conversations
6. Side issues that arise should be noted in a "Parking Lot" so they are not forgotten
 - a. These issues may be discussed at the end of the meeting if there is time or
 - b. These issues will be added to the next agenda
 - c. The Event Coordinator will keep note of these items and bring them to the Steering Committee's attention

Good advice from the Alberta Chamber of Commerce:

"Prior to taking on a project, normally committee driven, the Board and the membership should address 5 KEY QUESTIONS:

1. Does it fit with our mission?
2. Will it build the membership and business community?
3. Will it strengthen the policy process (governmental affairs)?
4. Does it add value for the membership?
5. Will it improve communications?

These are the areas that will guide the actions of the Chamber of Commerce as it strives to increase its influence in the community, the relevance to business, and overall ability to represent the members. The focus must be on the needs and wants of the membership."

Event Coordinator's Role

1. Manages event planning
2. Is the liaison between the Chamber and the Ambassadors Steering Committee
3. Takes minutes at the Steering Committee meetings
 - a. Distributes the minutes to the Steering Committee within 48 hours
4. Is the contact for:
 - a. Guest Speakers
 - b. On the Ambassadors promotional materials
 - c. Receiving Ambassador applications
5. Provides a wrapped gift and thank you card to the Speaker on behalf of the Steering Committee and the Chamber of Commerce
6. Maintains the roster of
 - a. Ambassadors at Large
 - b. Steering Committee members and contact info (and distributes this information to the Steering Committee members)
 - c. Applications for Ambassadors
 - d. Speaker information binder
7. Provides the script for the MC
8. Manages the volunteers for each event
9. Reports the stats
 - a. From events to the Steering Committee
 - b. Reports any other relevant information to the Steering Committee

Overview of Events

I. Ambassador Events

Ambassadors Annual Kick-Off

- Held late August
- Organized by ad hoc committee

Mentoring Breakfasts

- Provide an opportunity for local entrepreneurs and business experts to share their knowledge and experience with fellow members
- Guest speaker presentation is about 30 minutes long
- Held between September and June
- Requires:
 - 1 MC

Ambassador Luncheons

- Feature speakers on a variety of topics and provide an excellent opportunity to network with local businesses
- Presentation is about 30 minutes long
- Held monthly from September to June
- Each table has a selection of information including:
 - Ambassador brochures and application forms
 - Upcoming Events
 - Volunteer Sign-up sheet
- Requires:
 - 1 MC
 - Open invitation to all Ambassadors to greet, meet and seat

Business After Hours

- This mini-tradeshow is hosted by member businesses and is a great opportunity to showcase your business as well as create and renew contacts in the business community and to discover what other businesses have to offer
- Held between September and June
- Tables are available for rent to Chamber members only
 - Draw prize is suggested but optional
 - Draw is made 30 minutes prior to end of event (6:30 PM)
 - Each business is responsible for contacting any winners not in attendance
 - 4-8 Ambassadors for the sign-in table (1/2 hour shift each)
 - Open invitation to all Ambassadors to attend

Steering Committee Annual Wind-Up & Election

- Held each June
- Organized by the Steering Committee

II. Chamber Events – these are events that are organized by Chamber staff and the Ambassadors assist when requested:

New Member Breakfast

- Organized by the Chamber's Membership Director
- Held in February or March
- Steering Committee Chair should speak about the Ambassadors and their role
- Ambassadors meet, greet and seat

Volunteer Appreciation BBQ

- Organized by the Chamber's Membership Director
- Held in June

Annual General Meeting

- Organized by the Chamber
- Held in September

Business of the Year Awards

- Organized by the Chamber
- Ambassadors meet, greet and seat
- Held in October

III. Shared events

Speaker Series

- High profile speakers help identify new business opportunities and challenges specific to Red Deer and area
- Organized by Chamber Executive Director
- Held between September and June
- Ambassadors meet, greet and seat

Host n Boast

- Member businesses showcase their business on their own premises

- Chamber provides marketing via email
- Held periodically
- Ambassadors invited to meet, greet and seat

Professional Development

- Workshops are coordinated by the Executive Director and the Event Coordinator
- Held periodically
- Steering Committee provides suggestions