

Muskegon Area Chamber of Commerce – 2008 Ambassador League

Mission of the Ambassador League

MISSION STATEMENT: ...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.

What is an Ambassador?

An Ambassador is a Chamber member business representative who links the Chamber and the business community. The Ambassador League assists the Chamber staff in retaining and recruiting business members through personal visits or phone calls to answer questions and provide information about membership and activities. Ambassadors assist in programs and at events as well as other projects. The league consists of 35 members.

When are the meetings?

Second Thursday of each month
3:45pm-5:00pm (networking for 1st 30 minutes)
Fricano's Muskegon Lake.

January 10	February 14	March 13
April 10	May 8	June 12
July 10	August 14	September 11
October 9	November 13	December 11

What happens at an "Ambassador meeting?"

The monthly meetings feature a speaker focusing on something happening in Muskegon or member business. Updates on Chamber events, team time and networking with fellow Ambassadors. Plaque and retention calls determined at this time.

Who is eligible to be an Ambassador?

Membership in the Ambassador League is open to representatives from any Muskegon Area Chamber

of Commerce member business. Candidates willing to fulfill the duties and meet the responsibilities of the Ambassador League are invited to apply.

Ambassadors need to be: friendly, outgoing, highly motivated, and enthusiastic.

What are the "Chamber events?"

(see www.muskegon.org)

Regularly held events:

Early Bird Breakfasts
Business Showcase Luncheons
New Member Orientations
Grand Opening/Open House Celebrations

Annual Events:

Chamber Golf Classic
Annual Meeting
Lakeshore Business Expo
Business Diversity Luncheon

Who are the leaders in the Ambassador League?

Chair:

Andy Price, McKenzie Price

Team Leaders

Scott Blease, Access Health
Jessica Sowles, Independent Bank
Russ Schuitema, Schuitema Moving/ Storage
Kim Vanderstelt, Servpro

What are the expectations of an Ambassador?

An ambassador can expect to spend 6 to 8 hours a month performing Chamber duties.



Attend:

All Ambassador meetings
At least two Member orientations
Two Chamber events per month
Ambassador Orientation to learn about benefits and services of the Chamber
Keep informed on Chamber and community events
Make 3-5 retention visits per month
Mentor new Ambassadors/members
Participate in:
Deliver new member packets
Membership BLITZES
Check out web site regularly
www.muskegon.org

What can Ambassadors expect from the Chamber?

High-profile Networking opportunities
Verbal/visual recognition at all events
Become "in the know" about Muskegon and the Chamber benefits & services
Develop new business contacts that can help increase your business
Opportunities to connect with community leaders and decision makers
Increased personal and professional leadership development opportunities

If you are interested in becoming an Ambassador, please contact

Dawn Johnson
Membership Development
231-724-3175
johnsond@muskegon.org

2008 Ambassador League Application



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Each ambassador is a very visible representative of the Muskegon Area Chamber of Commerce membership. Please read over the following expectations and complete the information requested to be considered as an Ambassador:

1. Commit to a minimum of 12 months.
2. 6 to 8 hours average time spent on the Ambassador duties per month.
3. Meet with an Ambassador team captain for orientation and training. Continuously keep updated and informed of Chamber events, benefits and services
4. Attend monthly Ambassador meetings held the 2nd Thursday of each month at 3:45pm at Fricano's Muskegon Lake (80% attendance to maintain active Ambassador status)
5. Complete at least 3 monthly retention visits with members (at least 40 per year both personal visits and phone discussions to maintain active Ambassador status)
6. Participate in Chamber events (attendance at 60% of the scheduled Chamber events per year to maintain active Ambassador status)
7. Refer potential new members to chamber staff; work with staff to recruit prospects to active membership
8. Deliver plaques and welcome packets to new members (at least one per month to maintain active Ambassador status)

To be considered for the 2008 Muskegon Area Chamber of Commerce Ambassador League, return completed application to Ambassador Executive Committee, c/o Dawn Johnson, MACC, 900 Third Street, Suite 200 , Muskegon, MI 49443. Enrollment for the Ambassador program is January 1 or July 1. Applications are due prior to enrollment dates for committee review and you will be notified of acceptance. Please call with questions, 231-724-3175, Fax 231-728-7251.

Name _____ Title _____

Firm _____

Address _____

City, State and Zip _____

Phone _____ Fax _____ e-mail _____

Previous Chamber or Community Involvement _____

As a volunteer, what goals do you want to accomplish through your participation in the Ambassador League? _____

Signature _____ Date _____

Because some of the Chamber events may be scheduled during work hours, your employer's signature is requested.

Employer's Signature _____ Date _____

Employer's mailing address _____