

AMBASSADOR ACCOMPLISHMENTS 2008 & GOALS 2009

ACCOMPLISHMENTS FOR 2008:

- Made over 500 retention personal visits & calls
- Made 122 new member WELCOME visits/ bag-plaque deliveries(thru Nov 08)
- Worked over 1300 volunteer hours
- More prospecting/recruiting new members
- 6 New Ambassadors joined in 2008
- Held 2 Ambassador Orientations, Feb and Aug
- Tourism BLITZ-Ambassador delivered 12,000 visitors guides in a ½ day
- Membership BLITZ-1/2 day project, 133 prospect visits= 2 new member applications that day
- Attended 4th Annual West Michigan Chamber Coalition joint ambassador golf outing
- Hosted Chamber benefits presentations at ambassador meetings to better educate businesses during new member and retention visits.
- First time to have 2 annual Ambassador sponsors @ \$500 each
- Honored Ambassadors at annual Ambassador Appreciation event in March at Sherman Bowl
- Andy Price named Ambassador of the Year
- Hosted 1st Annual Ambassador Business After Hours with approx 300 attendees
- Sell \$10,000 in Chamber Sponsorships-including Ambassador Sponsorship

2009 GOALS

- Hold Ambassador meetings at least 8 different member locations
- Get minimum 25 new members through referrals and membership blitz
- Host 2nd Annual Ambassador Business After Hours
- Continue to be the eyes and ears of the Chamber and increase retention visits by 10%
- Increase event attendance. Each Ambassador invite at least 1 member to each major event—Equates to 600 people
- Participate in 5th Annual West Michigan Chamber Coalition joint ambassador event to create better connection with regional Ambassadors and Chambers
- Make over 150 visits at 2009 Chamber membership BLITZ day—minimum 5 new member applications that day.
- Hold 2 Ambassador Orientations
- Sell a minimum \$30,000 in new sponsorship money by having their own company participate and asking and educating new members and current members on the benefits.
- Participate in a community project in Ambassador name

TOGETHER. STRONGER

2009 GOALS

- Get 25 new Chamber members
 - Ask for referrals at new member and retention visits
 - Follow up on leads from Health insurance and Workmans Comp leads from ambassador agents
 - ½ Day Membership Blitz goal of 150 prospect visits
- Sell a minimum \$30,000 in new sponsorship money.
 - Having their own company participate
 - ASKing and educating new members and current members on the benefits of sponsorship
- On going Chamber promotion and to be the eyes and ears of chamber members
 - Hold Ambassador meetings at least 8 different member locations
 - Host 2nd Annual Ambassador Business After Hours
 - Increase retention visits/calls by 10%
- Increase event attendance.
 - Each Ambassador invite at least 1 member to each major event—Equates to 600 people
- Promote regionalism
 - Participate in 5th Annual West Michigan Chamber Coalition joint ambassador event to create better connection with regional Ambassadors and Chambers
- Continue to educate Ambassadors on Chamber issues/programs
 - Hold 2 Ambassador Orientations
 - Chamber benefit presentation at every meeting
- Participate in a community project in Ambassador name