



## **Tahoe Chamber Ambassador Committee**

Welcome to the Tahoe Chamber Ambassador Program! Our goal is to help you network through volunteering at various Chamber and community functions. Ambassadors serve in a public relations capacity and as a liaison between the Chamber and community as our official hosts with a special focus on business and Chamber members.

The Chamber Ambassador Program is the volunteer committee to our Chamber. You represent the Tahoe Chamber in our community and at Chamber-sponsored events. The Ambassadors are a group of dedicated volunteers from diverse businesses throughout the South Shore area. Ambassadors welcome, nurture, and recruit new and potential Chamber members; act as goodwill representatives at Chamber and community functions; support Chamber members; and promote Lake Tahoe as a four season destination.

## **Mission Statement**

The Ambassador Committee is a group of volunteers who support the Tahoe Chamber efforts to build and retain membership. The Ambassadors are a vital liaison between the Tahoe Chamber and the Membership. They strive to encourage members to use the benefits available to them and to be active in their Chamber and community.

## **Role of a Tahoe Chamber Ambassador**

1. Welcome and steward existing Chamber members
2. Reach out to current Chamber members via phone, email, and in-person:
  - Ask about membership experience
  - Answer member questions or refer to Membership Services Director for more information
  - Explain member benefits or refer to Membership Services Director for more information
  - Visit new members and encourage involvement in the many programs offered by the Chamber
3. To participate in mixers and workshops; signature Chamber events (Business EXPO, Sample the Sierra, Blue Ribbon Awards, etc.); and member-hosted events (ribbon cuttings, milestone events, etc.):
  - Promote Chamber events, share information, and encourage attendance via email, social media, etc.
  - Greet everyone at social functions and make them feel welcome
  - Answer questions about Chamber involvement or refer to Chamber staff for more information
4. Refer interested prospective members to Membership Services Director
  - Facilitate introductions in-person, via email, etc.
5. Attend and participate in Ambassadors Committee meetings

In addition, Ambassadors will:

1. Be a member of the Tahoe Chamber in good standing
2. Conduct Chamber business in a professional and positive manner
3. Wear Ambassador name badge to all Chamber events
4. Make a one-year commitment to the Ambassador Committee
5. Attend a majority (60% or more) of Ambassador events and at least one monthly Ambassador meeting per quarter
6. Recruit new Ambassadors and Chamber members
7. Support the mission of the Chamber and its annual goals

## **Ambassador Code of Etiquette**

1. Smile and be friendly at all times; help make the business owner/manager and any guests feel welcome
2. Attire should be event appropriate
3. Introduce yourself and those around you to newcomers, and welcome them into your conversation
4. Be on time, and if you need to leave early, please do so discreetly
  - Try to plan your time appropriately, and note that programs/events may not start and end as scheduled
  - Give yourself enough time
5. If food or beverage is provided, you may partake when appropriate to do so
6. When at an event as an Ambassador, please remember that you are there representing the Chamber and your business/organization
7. HAVE FUN!!!

## **Ambassador Committee Structure**

### **Ambassador Leadership**

- There will be up to two Ambassadors assigned to the position of Ambassador Chair/Co-Chairs each year
  - Chair/Co-Chair will be chosen at the end of the recruitment cycle for the following year
- Chairs/Co-Chairs will:
  - Help develop monthly meeting agendas
  - Facilitate discussion during monthly meetings
  - Communicate with Ambassador Committee between meetings and events as needed

### **Chamber Staff Liaison**

- The Membership Services Director will act as the liaison of the Chamber and attend regular Ambassador meetings
- In the role, the staff person is responsible to keep the Ambassadors informed of all future Chamber events at which their attendance is either requested or required
- In collaboration with the Chair/Co-Chair, develop monthly meeting agendas
- In collaboration with the Chair/Co-Chair, facilitate discussion during monthly meetings
- In collaboration with the Chair/Co-Chair, communicate with Ambassador Committee between meetings and events as needed

### **Recruitment**

- Ambassadors will apply for the program annually, in late fall, for the following calendar year
- Interviews will follow the application period at the discretion of the staff liaison and Chair/Co-Chairs

### **Membership**

- Membership is limited to no more than 30 members
- Ambassadors are required to be a Chamber Member or designee of a member organization in good standing
- Attendance

### **Meetings**

- Meetings will be held monthly
- Ambassadors will be expected to attend at least one monthly meeting per quarter
- Notification will be sent in advance of each meeting, including a tentative agenda when needed
- All food and beverage is on a no-host basis unless otherwise noted

### **Attendance**

- Members will be expected to participate in majority of functions and scheduled activities (Majority = 60% or more)
- Ambassadors will be expected to attend at least one monthly meeting per quarter
- Attendance will be reviewed on a quarterly basis
- Points for attendance will be given for each event

## **Points**

Ambassadors will receive one point for the following activities:

- Social Media/Digital Engagement (monthly)
- Ambassador Meeting Attendance (monthly)
- Ribbon Cutting/Chamber Event Attendance (per event)

Ambassadors will receive two points for the following activities:

- Workshop/Mixer Volunteer (per event)
- Signature Event Volunteer (per event)
- Radio Appearance (per appearance)

Ambassadors will receive three points for the following activities:

- Member Stewardship (Note/Email/Phone Call)
- Member Interview
- Blog Post/Feature/Etc.
- Successful Ambassador Referral

Ambassadors will receive four points for the following activities:

- Ambassador Leadership Role (per quarter)

Ambassadors will receive five points for the following activities:

- Successful Member Referral

## **Benefits of Being an Ambassador**

*I joined the chamber to improve the visibility of my business locally and I volunteer as an ambassador to stay more connected with other Tahoe business owners. I believe that understanding Tahoe-specific business challenges and working together is critical to sustained economic growth here in the basin.*

Lou Friedman, Owner Operator — BL Friedman Creative

*I chose to become a Tahoe Chamber Ambassador in order to help other small businesses owners in Tahoe South feel welcomed by our community. When I opened Lake Tahoe Yoga, I joined the chamber in order to demonstrate my dedication to being a business that supports my community. The chamber has afforded me many opportunities to connect with like-minded people as well as to engage with business owners who have helped me to grow and become more creative as a business. Being a Chamber Ambassador is my way of learning about and connecting with community members so that I can continue to give back to the community that has helped me to grow as an individual and business owner.*

Jenay Aiksnoras, Owner —Lake Tahoe Yoga

*Joining the chamber ambassador group has allowed me the opportunity to meet many business connections and friends. Being an ambassador is a fun, easy way to become more engaged and active in the local community. The social networking events are a blast, but that's not all. As an ambassador, I've had the opportunity to go to business workshops about economics and tourism, had non-biased education regarding local politics and initiatives, and been able to give back to this beautiful community I call home.*

Veronica Arriaga, Senior Sales Manager —Lake Tahoe Resort Hotel

*I became an Ambassador because I wanted to express my support, my respect to small local businesses, who are heroes in my eyes because they are creative, brave, and innovative enough to thrive in our small, seasonal, complex, dual state mountain town business environment. I am their personal cheerleader. Go Tahoe Local!*

Edita Sirusaite, Table Games Dealer —Hard Rock Hotel and Casino Lake Tahoe