

2016-2017

Mason City

Chamber of Commerce

# Ambassador Handbook



# Table of Contents

- Who Are We? 2
- Ambassador Benefits 2
- Ambassador Requirements 3
- Chair Responsibility 4
- Ambassador Teams 4
- Team Call/Visit Guidelines 4
- Ambassador Recognition Program 5
- About the Chamber 6
- North Iowa Regional Commerce Center 7
- Chamber FAQ's 8
- Committee Roster 9
- Ambassador By-Laws 10



# Who are we?

The Ambassadors are a team of professionals who volunteer their time to help promote the North Iowa business community and support Chamber functions. They are a group of enthusiastic members who act as the welcoming arm of the Chamber to ensure that the membership is being served.

Ambassadors project a positive image for the company they represent as well as for the Mason City Chamber. They perform a wide variety of duties in the Chamber, but their main functions are to help promote Chamber members and make Mason City Chamber events successful and enjoyable for attendees. Ambassadors are charged with extending the hand of friendship to both new and current members, greeting them with a hearty handshake and award-winning smile, making welcome calls, assisting with ribbon cuttings, and attending (and assisting) with Chamber events. Meeting new people and visiting members businesses, i.e. getting to know the intricacies of their business, so that you can refer them are all parts of the responsibilities of our Ambassadors.

## Ambassador Benefits

Being involved is a great way to meet Chamber members (approximately 650 business members) - ALL POTENTIAL NEW CLIENTS FOR YOU—so put on a cheerful smile and welcome all of our members. The first impression of the Chamber faces is of utmost importance—a true reflection of who we are. As front runners in the business community, you will have the opportunity to get better acquainted with businesses throughout the North Iowa area, support the Chamber with your time, talents and treasures while expanding your business potential through networking.

By working hard, you will gain the following Return on Investment:

- Expand your credibility by building strong professional relationships.
- Superior exposure and visibility for your business.
- Numerous opportunities to interact with new and existing businesses.
- Additional influence on Chamber programs and events.
- Leadership and volunteer opportunities.
- Opportunity to refine your business and personal communication skills.
- Added recognition at Chamber events and on the website.
- Opportunities to learn more about programs, events and issues in our community.
- Accessibility to local and regional business leaders.
- Building a sense of camaraderie and long-lasting relationships.

# Ambassador Requirements

## Overview

- Attend Ambassador orientation prior to participation in the organization.
- Attend all ribbon cutting ceremonies (minimum one or two per month) celebrating a grand opening, new location, new construction, or ground breaking. If an Ambassador is unable to attend, they must notify their Team Captain prior to the event to be excused.
- Attend the following events in uniform: monthly Ambassador meetings on the first Tuesday of each month, team calls, ribbon cuttings, ground breaking ceremonies and other special events as announced.
- Assist Chamber staff at events.
- Welcome new businesses and new managers to the community.
- Actively promote existing members
- Congratulate businesses on remodeling or relocating.
- Notify Chamber of business changes from monthly calls.
- Look for prospects for the Chamber (e.g., vendors, potential members, etc.).
- Be friendly and flexible.

## Ambassador Eligibility

Ambassadors must be an employee, owner or representative of a member in good standing with the Mason City Chamber of Commerce. Each interested individual will be asked to study the handbook and complete a formal application to be reviewed by the current Ambassadors.



## Ambassador Investment and Uniform Requirements

1. Quarterly billings of \$40 for meeting lunches (paid by Ambassador). This fee may be automatically deducted from your bank account through automatic debit (ACH) if desired.
2. Uniform
  - Burgundy sport coat from Moorman Clothiers (Chamber pays half) - Please charge the full amount to Chamber and we will invoice you.
  - Black pants or skirt.
  - White shirt and tie (tie provided by Chamber).
  - Name badge: The first badge is paid for by the Chamber. Should you need any additional badges, they will be ordered by the Chamber and paid for by the Ambassador.

## Committee Meetings

Ambassador Committee meetings are held on the first Tuesday of each month at a designated restaurant or at the Commerce Center. The location is chosen at the Team Captain meeting that is held prior to the meeting. A meeting reminder will be sent out the week prior to the meeting. Business conducted at the meeting will include consistent agenda items such as call reports, reviewing of the points, and "Talk of the Town". Additional agenda items will be added by the team captains.

# Chair Responsibilities

The Chair of the Ambassadors is a position nominated by the Ambassadors and is held for the Chamber's fiscal year, October 1-September 30. Responsibilities include providing leadership to the Ambassadors, facilitating committee meetings, and coordinating the Ambassadors at signature events and ribbon cuttings.



## Ambassador Teams

At the start of each fiscal year (September-August), the Chair will choose three Team Captains to serve as leaders. Each Ambassador will be assigned to a team. Each Team Captain will encourage participation among its members and reach out to Ambassadors who are not meeting expectations. At the end of the year, the team with the highest points will receive a bonus, in the form of Chamber Bucks!

### Ambassador Team Calls

Each team is assigned a monthly call on a Chamber member who is celebrating an anniversary, management promotion, or another milestone. Team Captains will coordinate a meeting with the member within 30 days.

#### Team Call Guidelines

- Welcome the member and thank them for their commitment to the Chamber and for investing in their community. Discuss the nature of your call/visit. Invite new members to Chamber events, agree to meet them at the door, sit at their table and introduce them around the room.
- Ambassadors are prohibited from making hard core sales pitches while making a Chamber call. If the member initiates conversation about your service or product, it is then appropriate to keep the topic active.

#### Sample Call Script:

Hello, I am [YOUR NAME] and this is my team [EACH INTRODUCE THEMSELVES]. We are Ambassadors for the Mason City Area Chamber of Commerce. I want to thank you for being a member of the Mason City Chamber.

#### Teasers:

Please tell us about your company/business?

What kind of challenges are you facing in your business? (Think about the types of items/services we could offer to help address these challenges, i.e. upcoming workshops, advocacy efforts, etc.)

How else can we assist you to ensure that your membership investment has the greatest ROI for your business?

Share information about upcoming events that the member may be interested in.

Provide your contact information and the Chamber's phone number and encourage the member to call for any information or assistance.

Describe your experience with the Mason City Chamber so far—what you like, the value you have received, how the chamber is working to serve better, etc.

# Recognition Program

The Mason City Chamber is committed to giving recognition where recognition is due. An attendance roster at each event is used to track the Ambassador participation.

## Ambassador Point System

The following point awards were approved for the 2016-2017 fiscal year. Please note the full amount of points will be awarded when an Ambassador is in full uniform for meetings, calls, and events.

Submit a Lead which turns into a Membership	10 pts.
5 pts. Referral   5 pts. Membership	
Ribbon cuttings	6 pts.
Chamber Events and Seminars	6 pts.
Assist at Business After Hours	6 pts.
Attend Business After Hours	4 pts.
Operation Thank You	2 pts./stop
Each team call made	4 pts.
Each meeting attended	4 pts.
Attend out-of-town event	+2 pts
Not in full uniform (with the exception of BAH)	- 2 pts

All points will be reviewed at the next month's meeting for your approval. Report all point actions completed for the month to your captain.

## Ambassador of the Year

The *Ambassador of the Year* award is based on an accumulation of participation points for the entire year, and a vote by peers. The top three point earners will be printed on a ballot and voted upon by the Ambassador Committee members. The winner of this vote will be the award recipient. The *Ambassador of the Year* will be recognized with a beautiful plaque at the Annual Meeting each October.



# About the Chamber

## Benefits to Mason City Chamber Membership

Membership in the Mason City Chamber of Commerce puts the information you need at your fingertips. It gives you somewhere to turn when you need advice or assistance. Membership also boosts your image in the community.

### Networking Opportunities

- Business After Hours
- Ribbon Cuttings and Grand Openings
- Educational Seminars
- Event Volunteerism
- Committee Involvement

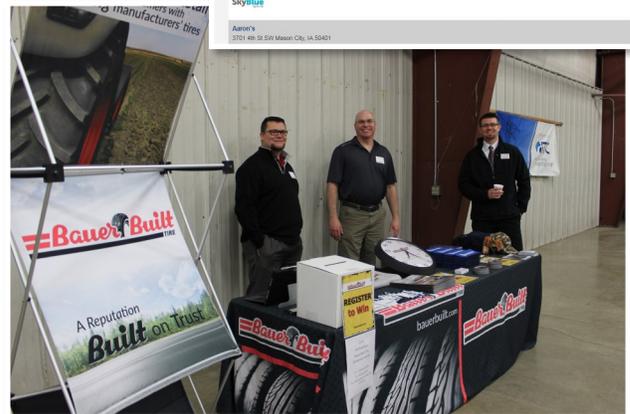


### Advocacy

- Access to civic and community leaders
- Government Affairs representatives
- Legislative Updates and Forums creating an informed business and residential community
- Personal invitations to meet and greet local, state and regional representatives
- Legislative Platform that allows the Chamber to act on your behalf of your business on issues in a timely fashion
- Advocacy for the business community to ensure pro-business legislation is approved
- Free Certificates of Origin

### No/Low Cost Marketing Tools:

- Free multiple listings in the Chamber Membership Directory & website
- Free Job Postings on website
- Free event posting on website calendar
- Free website presence and individual membership link to your website
- Free event postings on our Chamber Facebook page
- Free weekly electronic copy of Chamber News each Tuesday
- Low cost, high visibility Chamber event sponsorship
- Low cost advertisement in our monthly newsletter
- Low cost advertising through our email-blast program
- Low cost advertisement on our website
- Low cost custom membership labels





# Chamber FAQs

## What is a Chamber of Commerce?

A chamber of commerce is a local association of business people organized to promote the welfare of their community, especially its commercial interests. It is a non-profit mutual benefit corporation of voluntary membership that invests time and money to carry forward programs relevant to members' needs, and that affect the orderly growth and development of the community.



## How long has the Mason City Area Chamber of Commerce existed?

The Mason City Area Chamber of Commerce began in 1916. The Chamber of Commerce is presided over by a 20 person Board of Directors with the majority serving a voluntary 3-year term.

## What is the mission of the Mason City Area Chamber of Commerce?

To promote progressive community and economic development to benefit Chamber members and the North Iowa Region.

## Why should I join the Mason City Area Chamber of Commerce?

Because it will open the door to new business opportunities, essential business advice, information and expertise, extensive networking opportunities, training for you and your staff, as well as access to key decision makers for assistance in solving your business issues. The Mason City Chamber works daily to support a strong local economy, to develop an effective workforce to meet your future staffing needs and to create a business-friendly environment at all levels of government.

## Is the Chamber a Part of City Government?

NO! This is a very common misconception. Although the chamber and the city are partners, the chamber is an organization of businesses and not part of city government. City government is a corporate body for a community; a chamber is a free standing, independent business organization.

## Committee Chair



**Jamie Nelson**

*98.7 KISS Country/103.7 The Fox/  
KIOW 107.3/KCHA 95.9*

## Team Captains



**Holly Eichmann**

*Express  
Employment  
Professionals*



**Steve Kruse**

*Small Business  
Development  
Center*



**Tami Ramon**

*98.7 Kiss Country/  
103.7 The Fox/KIOW  
107.3/KCHA 95.9*

## Committee



**Dalena Barz**

*Alpha Media  
KLSS,KGLO,KIAI,  
KYTC,KRIB*



**Edith Blanchard**

*MacNider  
Art Museum*



**Brady Christianson**

*Stellar Truck &  
Trailer*



**Jenny Doughty**

*NIVC Service*



**Adam Duffy**

*Edwards-Brandt  
& Associates. Inc.*



**Fred Fenchel**

*Fred T. Fenchel  
Entertainment*



**Mike Fitzgerald**

*KIMT TV 3/My 3.2*



**Drew Gappa**

*NSB Bank*



**Luke Gast**

*First Citizens Bank*



**Traci Koehn**

*CENT Credit  
Union*



**Michelle Jurgens**

*North Iowa  
Community Credit  
Union*



**Mary Holmes**

*Diamond Jo  
Casino*



**Devin Lawson**

*Sherwin-Williams*



**Libby Lembke**

*Community  
Supporter*



**Megan Studer**

*IOOF Home &  
Therapy Center*



**Tara McLaughlin**

*Country Inn & Suites  
Worth County*



**Amber Morud**

*Charlie Brown  
Preschool & Childcare*



**Jamie Smith**

*North Iowa  
Community Credit  
Union*



**Melissa Schoneberg**

*Habitat for Humanity*



**Brian Taylor**

*Mason City Motor  
Company*



**Brent Willis**

*Principal Financial  
Group*



**Kelly Wessels**

*FOX 47 /KTTC TV*

# AMBASSADORS BY-LAWS

(As of September 1, 2016)

1. All Ambassadors must be members of the Mason City Area Chamber of Commerce. Chamber membership dues and Ambassador dues must be paid to date.
2. The Ambassadors shall consist of a regular membership of twenty-five (25) members.
3. The Chairperson shall be elected by the Ambassadors annually at the monthly meeting *prior* to the conclusion of the Chamber's fiscal year (October 1).
4. The Chairperson shall make appointments to various positions within the organization that they feel are essential to the fulfillment of the Ambassador's Program of Work. The appointees serve at the discretion of the Chairperson.
5. The Chairperson, team captains, past Chairperson, and staff person assigned will serve as the Executive Committee.
6. Projects considered by the Ambassadors shall have the majority vote before being accepted.
7. The Ambassadors will hold monthly meetings. The Executive Committee of the Ambassadors can call any special meeting.
8. Ambassadors will conduct themselves in a manner befitting the Chamber of Commerce of Mason City when on assignment functions.
9. Any Ambassadors missing more than three (3) consecutive official meetings, or their total points fall below 75% of the average, unless for illness or out of the city, the chair shall visit with the member and report to the Executive Committee. The Executive Committee may, but is not required to, drop said member from membership of the Ambassadors.
10. Selection of new members: The Executive Committee will act as a nominating committee for new Ambassadors. The nominating committee will present at least four names if there are two vacancies and at least three names if there is one vacancy. Each vacancy will be voted on separately. The prospect receiving the majority of the votes will be elected to membership. In the event no candidate receives over 50% of the total ballots, a run off election will be held between the top two vote getters.
11. Selected new businesses shall be visited first, newly-signed Chamber members will be next and for Chamber-member firms ONLY, visitations will be made to welcome new owners and/or new managers or to acknowledge the completion of MAJOR remodeling projects.
12. The Ambassadors shall be billed quarterly. This bill includes a fee of \$40.00 for lunches. If at the end of the Chamber's fiscal year the Ambassadors fund has a deficit balance each Ambassador will contribute an equal portion to make up the difference. If, however, there is a credit balance a check will be written to the fund for the next fiscal year.
13. The Ambassadors shall be broken into three (3) teams of eight (8) members each. The Chairperson shall appoint a team captain for each team, who then will choose their team. The team captain shall be required to attend the team captains' meetings where calls are distributed and for coordinating these calls with his team members.



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