



Cedar Rapids Metro Economic Alliance and Marion Chamber of Commerce Ambassador Program Handbook

Ambassadors are individuals who know the Cedar Rapids Metro Economic Alliance (Economic Alliance) and/or Marion Chamber well and help educate new and existing members about the benefits of membership and involvement. Ambassadors are some of the most visible members of both organizations and have the opportunity to drastically increase their network.

Purpose: Ambassadors represent membership by lending support to fellow members during milestone events like ribbon cuttings and groundbreakings. Ambassadors also provide a solid volunteer base to help organize and plan networking events. Considered the goodwill or PR arm of our organizations, this committee plays an important role in member communication and retention, and each Ambassador should convey member needs, questions and concerns to Economic Alliance and Marion Chamber staff, in order to keep our organizations in line with member's desires. Committee members should celebrate the success of area businesses and organizations, network with members and reward the good work of local businesses.

Role: Ambassadors promote engagement within membership, facilitate networking among members and encourage participation and involvement in organizational programs. Serving as an Ambassador provides you with a greater level of visibility and promotion than standard Chamber membership. As an Ambassador of our organization you will receive recognition throughout the year in a variety of different ways such as a listing on the Ambassador page of the Economic Alliance and Marion Chamber of Commerce websites. The committee is coordinated by a liaison from the Cedar Rapids Metro Economic Alliance and Marion Chamber of Commerce.

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Program Specialist

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NOTE: While we continue to navigate the COVID-19 pandemic, some Ambassador activities may be limited or restricted including: BizMix, ribbon cutting participation, in-person meetings, etc. We will let the member or host of the event dictate their comfort level and company policies.

Membership:

- Ambassadors must be employed by a member of Economic Alliance and/or Marion Chamber. Ambassadors leaving member organizations will have a six-month grace period before being asked to resign.
- The organizations will have no more than 75 active Ambassadors at one time
- Ambassadors will wear the following as their required uniform:
 - Red Jacket OR Red Ambassador Polo
 - Work appropriate pants (no jeans)
 - Ambassador name badge
- Ambassadors are responsible for purchasing Red Jacket (Kieck's, 222 3rd Ave SW) and Polo (Economic Alliance or Marion Chamber). Name badge will be provided for you.
- Polo season runs Memorial Day – Labor Day weather dependent. On occasion there will be a request from our event host that Ambassadors wear red jackets in the summer. Please watch SUG and weekly email updates for direction.

Expectations for Ambassadors:

- Ambassadors will...
 - Arrive 10-15 minutes early to scheduled events
 - Wear required uniform
 - Be outgoing, professional and positive at events.
 - Introduce and help members network at events
 - Allow Economic Alliance or Chamber staff to lead events
 - Volunteer for a variety of events as you are able
 - Sign up using signupgenius.com
 - Share your Economic Alliance or Marion Chamber experiences with non-members and the community.
 - Serve as the eyes and ears of the organization, providing necessary feedback to Economic Alliance or Chamber staff.

Ambassador Participation:

Reports in Sign Up Genius will be used to help track Ambassador Participation and ensure the group remains actively engaged, and provide opportunities to reward and recognize Ambassador

achievements. Ambassador of the Quarter will be awarded in first, second, third and fourth quarters. The four winners are eligible for Ambassador of the Year, along with the additional Ambassadors as determined by the Executive Committee. Each quarter, staff will recommend 3-5 individuals to the Executive Committee based on participation in events and other engagement (i.e. social media, membership referrals/leads, new Ambassador referrals, etc.). The executive committee will then narrow to 3 individuals who will go before the Large Group to be voted upon by peers. An individual can be recognized as Ambassador of the Quarter once per year. Ambassador of the Year nominees will include each quarterly winner plus two additional (6 total), and will be voted on by the Large Group. Ambassador of the Year is not eligible for quarterly or annual recognition for a period of 3 years.

Ambassadors should aspire to participate in a minimum of **4 events** per month as a standard for remaining in good standing.

New Ambassadors

Applications will be available through the Economic Alliance or Marion Chamber of Commerce.

- Applications will be solicited and accepted twice per year (March and September)
- Applications will be due March 30th and September 30th
- Interested applicants must fill out a formal application and submit along with a resume to a staff person. Applications will be reviewed by staff and an Executive Committee member will be assigned to meet with the applicant.
- New Ambassadors will attend an on-boarding/orientation as a group with a staff person.
- New Ambassadors must read, sign and understand the Ambassador Handbook and Expectations.

Executive Committee

- The Executive Committee will consist of 8-10 Ambassadors in Good Standing. A Chair, Incoming Chair, Secretary, along with BizMix and Social sub-committees.
- Secretary will serve a 3-year term progressing to incoming Chair and Chair, making the Secretary position available each year.
- Sub-committee members will serve a 1 year term, option to renew
- The Executive Committee meets monthly, the 2nd Thursday of the month at 4:00 p.m. via Zoom or at varying member locations. Time subject to change.
- The Committee Chair will facilitate the quarterly Large Group meetings and oversee the BizMix and Social sub-committees.
- The Incoming Chair will fill in for the absence of the Chair or Secretary
- The Secretary will keep minutes at the large group and Executive Committee meetings.
- The BizMix sub-committee will work with each organization Rep to arrange pre-event walk through meetings with the host, arrange volunteers and other day-of responsibilities for the monthly BizMix events.

- The Social sub-committee will coordinate Ambassador Appreciation events, Ambassador Aftermath events and help plan the quarterly meeting.

Nominations for these positions will be made in 3rd Quarter with elections in October.

Event Procedures

• *BizMix Procedure:*

- o Upon arrival, check in with the BizMix Committee member in charge of duty assignments for the event.
- o Two shift times will run from 3:45 – 5:00 p.m. and 4:45 – 6:00 p.m. Volunteers should arrive for their shift approximately 10-15 minutes prior to the beginning of the shift.
- o Two to three Ambassador volunteers are needed per table for both shifts. The second shift can usually be scaled down at the discretion of the BizMix Committee member in charge.
- o Ambassadors will welcome attendees and walk them through the check in procedure
- o Ambassadors will ask attendees for two business cards. One will be deposited in the registration basket and the other will make the name badge for the attendee. Business cards are used for door prize drawings and collected at the end of the event. The Cedar Rapids Metro Economic Alliance and/or Marion Chamber of Commerce staff will then send the copies to the host the following day for their records. Ambassadors on duty (in red jackets) are not eligible to enter drawings.
- o Any Ambassadors not checking in at the table should be circulating the room and making connections between the host and attendees.
- o Food is not allowed at the check-in tables. Since Ambassadors are serving as hosts, we ask that you allow guests to be first in line for refreshments.

• *Ribbon Cutting / Groundbreaking Procedure:*

- o Cedar Rapids Metro Economic Alliance and/or Marion Chamber staff will bring the ribbon, scissors/shovels and camera.
- o Ambassadors should arrive at least 10 minutes ahead of the scheduled time of the event. Upon arrival, check in with the staff for instructions.
- o Please remove sunglasses, turn off cell phones, don't chew gum or talk during the ceremony.

• *Sign Up Procedure:*

- o We utilize SignUpGenius for communication of date, time, location and the sign up process for all events. You can access the site here <http://www.signupgenius.com/go/508044eabaa23a57-2017>. Create an account and begin signing up for events. The calendar can be easily downloaded in various formats to fit your needs.

- o Ambassadors have the ability to review their attendance at events for assistance in tracking points.
- o **Important Note: By signing up you are committing to be at the event.** It is important to our members, and our organizations, that we have supportive attendance at events. We rely on the sign up tool to gauge attendance and are often sharing that information with the business member that is celebrating a milestone.
- o **If your schedule changes please update your status within the tool.** You can do this by logging back in to your account and our organizations will be notified. If we need to we can solicit additional volunteers to ensure a successful event.

2022 Ambassador Committee Contacts

2022 Committee Chair

Kathy Holmes, City of Cedar Rapids
k.holmes@cedar-rapids.org / 319-286-5751

Incoming Chair

Kyle Low, Central State Bank
kyle.low@centralstate.bank / 319-393-9931

Secretary

Tina Gossman, Alzheimer's Association
tmgossman@alz.org / 319-238-7645

Past Committee Chair

Becky Eckley, Lindale Mall
Becky.Eckley@washingtonprime.com / 319-393-9399

BizMix Committee

John Armon, BankIowa, John.Armon@bankiowa.com
Tami Peck, Hilton Garden Inn, tami.peck@lloydcompanies.com
Teri Doyle, Bankers Trust, tdoyle@bankerstrust.com

Social Committee

Rachel Hauck, Community Savings Bank, rachel.hauck@csbiowa.com
Lisa Rowe, Pivot Real Estate, rowe@q4realestate.com
Jane Schlegel, Indian Creek Nature Center, jschlegelhome@gmail.com

I have read and understand the Ambassador expectations as outlined above. I understand that when attending Ambassador events I am representing both the Cedar Rapids Metro Economic Alliance and Marion Chamber of Commerce as well as my employer.

Ambassador Signature

Date

Staff Signature

Date