Ambassadors are the first face of SMACC. Our goal as one of the largest business associations in the Louisville area is to make sure all new and existing members feel like they are welcome and part of a family. We understand that Ambassadors are not able to attend every event; however we encourage them to attend as many as possible.

There will be an award based on a point system that will be given each quarter to the Ambassador with the most points. This Ambassador will be recognized at the next regular monthly meeting. All Ambassadors in attendance will be recognized and all Ambassadors that are very active, but may not be present will be verbally recognized by the Ambassador Chairperson. An award will be presented at the Annual Meeting to the Ambassador of the Year. This will also be awarded based on which Ambassador has accumulated the most points throughout the year. A minimum of 50 points per quarter is required from each Ambassador.

Roles and Responsibilities are defined as follows:

- Deliver New Member Packets and explain the benefits of SMACC Membership.
- Greet at Monthly Business Meetings and collect business cards for door prize drawings.
- Help with name badges and registering guests at Monthly Meetings.
- Attend New Member Orientation with a new member.
- Introduce new members to other new members, existing members, board members, and the Executive Director.
- Attend Grand Openings, Open Houses, Ribbon Cuttings, and New Member Breakfasts.
- Attend monthly after hours SMACC Socials.
- Call new members and welcome them to SMACC and/or send a letter or email.
- Get new members and existing members to join a committee.
- Recruit members to volunteer at the many Community events.
- Recruit New Members and make retention calls to promote the growth of SMACC.

All Ambassadors will be given a name badge with the SMACC Logo and their name on it. Ambassadors are expected to wear this name badge when delivering new member packets and attending SMACC functions. Ambassadors may also wear their company’s name badge as well.

Thank you for serving on the Ambassador Committee. You will find this to be a very rewarding volunteer position. The more involved you are, the more relationships you will build, which in turn will create more business for you. I believe that SMACC is the best run business association in the Louisville Metro Area.

Thank you,
Kenny Marcum
Chairperson, SMACC Ambassador Program
Ambassador Program

The St. Matthews Area Chamber of Commerce ambassador program promotes awareness about SMACC benefits and services while encouraging members to become more involved in the organization.

Ambassadors are highly visible, prestigious volunteers who serve as the Chamber's primary liaison to new Chamber members. Considered the goodwill arm of the Chamber, the Ambassador committee plays an essential role in member recruitment, communication and retention, and each Ambassador is charged with conveying member needs, questions and concerns to Chamber staff, keeping our Chamber in line with our members' desires.

Mission

The mission of the Ambassadors is to represent the Chamber by exhibiting the highest degree of professionalism, knowledge and integrity to our members and the business community. Ambassadors will serve as the greeting arm of the Chamber to promote new member participation and retention.

For it’s overall goal, the Ambassadors stress continued personal membership contact, as well as continuous visibility and publicity. To achieve this mission and goal, the Ambassadors participate in the following meetings, events and activities:

- 5:05 After Hours Networking Events
- Quarterly Ambassador Committee Meetings
- Ribbon Cuttings
- New Member Visits
- Member Service Calls
- Monthly Business Meetings
- Networking at Noon
- Special Chamber Events
- Committees on an as needed basis.
Ambassador Point System Benefits

Ambassadors provide an essential service to the Chamber membership and staff. In appreciation for their work, Ambassadors are rewarded with recognition, as well as SMACC Bucks, which apply to any sponsorship, marketing or event registration. Ambassadors who exceed annual goals are also eligible for additional recognition or marketing for their business.

<table>
<thead>
<tr>
<th>Description</th>
<th>Points Awarded</th>
<th>Annual Goal</th>
<th>Annual Point Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ambassador Committee Meetings</td>
<td>25</td>
<td>4</td>
<td>100</td>
</tr>
<tr>
<td>Networking Event Attendee</td>
<td>10</td>
<td>3</td>
<td>30</td>
</tr>
<tr>
<td>Chamber Orientation Attendee</td>
<td>20</td>
<td>1</td>
<td>20</td>
</tr>
<tr>
<td>Special Event Volunteer</td>
<td>25</td>
<td>1</td>
<td>25</td>
</tr>
<tr>
<td>New Member Visit</td>
<td>50</td>
<td>3</td>
<td>150</td>
</tr>
<tr>
<td>New Member Call</td>
<td>20</td>
<td>9</td>
<td>180</td>
</tr>
<tr>
<td>Monthly Meeting Guest</td>
<td>50</td>
<td>3</td>
<td>150</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>655</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cumulative Points</th>
<th>SMACC Bucks</th>
<th>Additional Incentives</th>
</tr>
</thead>
<tbody>
<tr>
<td>200</td>
<td>$25</td>
<td>N/A</td>
</tr>
<tr>
<td>400</td>
<td>$50</td>
<td>N/A</td>
</tr>
<tr>
<td>600</td>
<td>$75</td>
<td>N/A</td>
</tr>
<tr>
<td>655</td>
<td>$75</td>
<td>Verbal recognition at Chamber event; Recognition in Chamber publications.</td>
</tr>
<tr>
<td>800</td>
<td>$100</td>
<td>Verbal recognition at Chamber event; Recognition in Chamber publications; Experts Corner in Newsletter.</td>
</tr>
<tr>
<td>1000</td>
<td>$125</td>
<td>Verbal recognition at Chamber event; Recognition in Chamber publications; Experts Corner in Newsletter; Table display at monthly meeting.</td>
</tr>
<tr>
<td>1200</td>
<td>$150</td>
<td>Verbal recognition at Chamber event; Recognition in Chamber publications; Experts Corner in Newsletter; Table display at monthly meeting; Banner advertisement in Newsletter.</td>
</tr>
</tbody>
</table>

*SMACC Bucks may be applied to any Chamber sponsorship, marketing or event registration fee. SMACC Bucks expire one year after they are issued.
New Member Visit Checklist

□ Receive list of Businesses from Chamber Staff at the end of each month. You are assigned a number to select, once you have made your selections let the Chamber staff know.

□ Pick Up the following items from the Chamber:
   - Membership Packets for each of your assignments.
   - Membership Bags for each of your assignments.

□ Sign the book in office to mark receipt of Membership Packets.

□ Stop by each of your assignments to introduce yourself and drop off the following items:
   - New Member Packet and Bag.
   - YOUR Business Card.

□ Once you have visited all of your assigned Businesses please put a note in your Ambassador Binder and bring your notes to the next Ambassador Meeting.

□ Feel free to continue to speak to your assignments as well.

Once every quarter the Ambassador Committee will meet, here you can bring your notes from your visits and discuss issues you may be having when delivering your packets. If there are immediate issues, or things that immediately need the Chamber Staff’s attention you’re welcome to call or email the office to alert the staff to whatever issues may be going on.

In the Chamber the Ambassador Sign In Book serves as your first level of accountability, you are expected to sign out your packets. This book will be brought to the Committee meetings.
Commitment Form

The Ambassadors, as the Public Relations arm of the St. Matthews Area Chamber of Commerce, must evidence a commitment commensurate with the leadership role that they have accepted.

Upon my acceptance as a member of the Ambassadors Program, I pledge to the best of my ability, my commitment to use my very best efforts to fulfill this obligation by:

1. Attending the Quarterly Ambassador Committee meetings as scheduled. You are allowed no more than two absences from these meetings, please contact the Chamber staff if there are circumstances where you cannot make them.

2. Promoting the Ambassador goals and objectives.

3. Actively serve as a Greeter at Chamber events and activities, including but not limited to 5:05 After Hours Networking, Monthly Business Meetings, Networking at Noon, etc.

4. Wearing Ambassador Name Badge for easy recognition at Chamber events and functions.

5. Do your best to promote membership in the Chamber bringing on new members and encouraging businesses to join SMACC when possible.

6. If asked, serve on one of the Membership subcommittees.

7. Exercise due diligence in contacting assigned members through call, mailings, visits, and other creative means of relationship building.

8. Do not speak or accept inquiries from the Press on behalf of the St. Matthews Area Chamber of Commerce.

9. I have read the Ambassador Handbook and agree to fulfill the requirements and goals as indicated.

____________________________________  __________________________
Ambassador Signature                                       Date

____________________________________  __________________________
Recorded by SMACC Representative                           Date