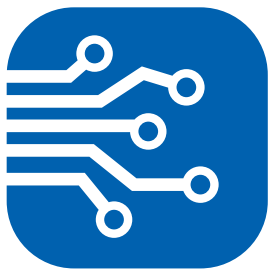




JANUARY 2018 EDITION



Chamber Emissary

HANDBOOK





ABOUT THE PROGRAMS

AMBASSADORS AND EMISSARIES



Thank you for your interest in the **Ambassador and Emissary Programs** at the Huntsville/Madison County Chamber. The Chamber is committed to furthering its mission of preparing, developing and promoting our community for economic growth. Our Ambassador and Emissary Programs play a vital role in helping the Chamber accomplish this mission.

The **Ambassador Program** consists of enthusiastic volunteers from the Chamber membership who donate their time to help build member commitment and raise community awareness of Chamber's mission and benefits of membership. In doing so, the Ambassadors grow professionally and personally by building business relationships within the community. Getting involved with the Ambassador Program is one of the first steps you can take to become more involved with the Chamber. The program is ideal if you have a desire to become more active in the local business community, raise awareness of your business/organization, and give back to your community.

Emissaries are advocates for the Chamber to current members. The **Emissary Program** is designed to increase membership engagement and retention rates. Members who are offered the responsibility of being an Emissary have already shown a strong sense of commitment and dependability by being an outstanding Chamber member and volunteer. Participation in the Emissary Program is by invitation only.

Both Chamber Ambassadors and Emissaries donate a tremendous amount of time to build strong Chamber member relationships, promote the mission of the Chamber, and raise community awareness. Every year, our Ambassadors and Emissaries donate more than 9,000 hours to this community, and the Chamber is stronger because of them!

Ambassador and Emissary Program Details:

BENEFITS

- The Ambassador and Emissary programs provide opportunities for you to meet local business leaders and build lasting business relationships.
- A high level of visibility and credibility is extended to your business through involvement in these very prestigious programs.
- Member events like our *Wine & Cheese with the President* may be attended by *invitation only*. Events are excellent networking opportunities.
- You can expect to not only increase your monthly contacts but also your presence in the business community.
- Ambassadors and Emissaries are invited to attend the monthly program luncheon meeting. These meetings will be held on the first Thursday of the month starting at 11:30 a.m. (unless otherwise posted).
- The Ambassador or Emissary's name and company name, with a link to your email, will be displayed on the Ambassador or the Emissary directory page on the Huntsville/Madison County Chamber website. Emissaries will also have a link to their professional biography.
- You will experience increased name and face recognition for you and your business/organization.
- You will gain an insider's perspective of the local business community and the Huntsville/Madison County Chamber.
- You will benefit from introductions to local businesses.



REQUIREMENTS

- You must be employed by or own a business that has a Chamber business membership in good standing. Membership dues payment and/or all other payments due to the Chamber must be paid on time to remain an Ambassador and/or Emissary. If any of these payments are past due, you will be notified by Chamber staff to make payment immediately, or removal from the program will be required.
- Please have your employer's approval to participate in the program.
- Both Ambassadors and Emissaries are required to have a Chamber volunteer badge, and it is the responsibility of the volunteer to submit the name and company information as it is to appear on the badge to the Membership Retention Manager. If the badge is lost, stolen, or the volunteer changes companies or name, it is the volunteer's duty to pay for and order another badge.
- All Ambassadors must submit payment for the yearly Ambassador Program fee of **\$175** if joining the program.
- Emissaries will **not** be assessed a fee but will have more **required** volunteer duties.
- Ambassadors and Emissaries must read, understand, sign, and date the separate Code of Conduct form before any volunteer duties are assigned. The Code of Conduct information is included in this handbook.

RESTRICTIONS

- You cannot (under any circumstance) solicit for any political issue or person at the Chamber building or on its grounds, at any Chamber event, meeting, or function.
- In order to maintain a diverse group, we do ask that only two individuals per business participate in either the Ambassador or Emissary Programs.
- Ambassadors and Emissaries may only promote their business that is a Chamber member. Any Ambassador or Emissary found promoting a non-member business or organization will be asked to stop immediately. Further promotion of a non-member business will result in the removal of the Ambassador/Emissary from the program.
- Ambassadors and Emissaries must RSVP to attend all meetings and luncheons (either by emailing **dmccrary@hsvchamber.org** or through the registration posted on the Chamber website) at least 3 days prior.
- Ambassadors and Emissaries may invite a different guest each month to attend the luncheon. However, these guests must be either a Chamber member wanting to find out more about the Ambassador Program or a potential member wanting to find out more about the Chamber. All guests must be approved (prior to luncheon day) by Chamber staff program manager to attend. **If your guest attends a meeting without prior approval, they will be charged \$20 for the lunch.**
- Ambassadors and Emissaries periodically receive special invitations to exclusive economic development announcements. These invitations should never, under any circumstance, be forwarded to other members, non-members, or former employees of the Chamber.
- To join the Emissary Program, you must serve at least one year as an Ambassador and be asked by Chamber staff to consider the Emissary Program. No volunteers can recruit new Emissaries.
- All Ambassadors and Emissaries must read and sign a Code of Conduct form.

The Chamber reserves the right to terminate immediately and without warning any Ambassador or Emissary.



Emissary

PROGRAM

Thank you so much for your investment and involvement in the Huntsville/Madison County Chamber. As you know, we at the Huntsville/Madison County Chamber are committed to furthering its mission of preparing, developing, and promoting our community for economic growth. As an Emissary, you will take on the role of a liaison between selected chamber members and the Huntsville/Madison County Chamber.

Definition

Chamber Emissaries are chosen individuals who act as messengers to advocate the Huntsville/Madison County Chamber to current members. This program is an effort to increase membership value and retention rates. You have already shown your strong sense of commitment and dependability by being an outstanding Ambassador, and now we are extending you an invitation to become a part of the Emissary Program.

Visibility

As an Emissary with the Huntsville/Madison County Chamber, both you and your employer will enjoy even greater exposure in our business community.

Activities

- Adopt at least 25 member companies and build a business relationship with them
- Visit, email and mail each member company over the period of a year (see *Quarterly Emissary Requirements*)
- As a requirement for participation, you must track all of your contacts with your adopted members and communicate these contacts, questions, visits, etc. immediately to Donna McCrary, Membership Retention Manager at dmccrary@hsvchamber.org.
- Promote networking opportunities through the Chamber events
- Promote sponsorship opportunities through the Chamber's **ChamberON** campaign
- Promote advertising opportunities through the Chamber's *Initiatives* magazine
- Inform members of relevant Chamber services and initiatives such as the Chamber Foundation, A Smart Place for posting jobs, Workforce, Small Business & Events, Government & Public Affairs, Economic Development, Communications, Membership Services, and the Chamber publications.
- Ask for suggestions of how the Chamber can better serve them
- Deliver an *Initiatives* magazine (at least (2) separate issues a year)
- Deliver new plaques as needed throughout the year
- Gather updated member information for everyone of your adopted members for our database records
- Encourage members to post their news releases, member to member deals, hot deals, and events through the member portal of the Chamber database



- Attend the Ambassador lunches and ribbon cuttings when possible (*note: no July Ambassador lunch*)
- Mentor a monthly ribbon cutting team

Requirements

- Must have completed at least one year with the Ambassador Program to be eligible (unless otherwise vetted by the senior Chamber staff)
- Follow the *Quarterly Requirements* listed and report your efforts to the Chamber
- Be outgoing but not pushy
- Have a flexible schedule and need to be out in the business community
- Be in a position where there is a need to meet people
- Desire to become more knowledgeable regarding the Huntsville/Madison County Chamber and its activities, mission, goals, etc.
- Serve as an advocate of the Huntsville/Madison County Chamber
- Be excited about the Huntsville/Madison County Chamber and what it can offer businesses
- Attend Chamber functions, events, and meetings
- Receive zero complaints from members, staff or other volunteers regarding inappropriate behavior of an Emissary
- Attend at least (10) monthly Emissary meetings per year. Meetings are usually held the first Thursday of the month at 10 a.m. at the Chamber building (unless otherwise announced). There is no meeting in July.
- Be a member in good standing with all dues and other sums owed the Chamber paid on time

Knowledge of the following

- Mission statement of the Chamber
- Advertising opportunities
- Departments and staff
- Sponsorship opportunities
- What the Chamber is, does, and does not do
- How and why we calculate our dues
- What is the Chamber Foundation and why are we asking for additional funding on the dues invoice
- Why contacting the member is so important
- Understand the Chamber database member portal, why use it and how it works
- Why we continually ask for member information updates
- The different initiatives of each department and Involvement opportunities such as events, services and benefits

continued on next page



Emissary Program Lead

An Emissary Lead will be designated with the help of nominations from current Emissaries, the previous Emissary Lead and the Senior Chamber managerial staff. This person will have gone above and beyond the normal Emissary duties and represented the Chamber in a professional manner.

Please contact Donna McCrary, Membership Retention Manager at dmccrary@hsvchamber.org or 256-535-2027 if you have any questions.

The Chamber reserves the right to make changes as needed with any events, meetings, and duties for any Chamber volunteer program.

QUARTERLY REQUIREMENTS

FIRST QUARTER: JANUARY—MARCH

- Deliver an Upcoming Events flier to your appropriate adopted members. You will be given these fliers at every Emissary and Ambassador meeting.
- In January, remind your adopted members of the upcoming Annual Membership Meeting and inform them of the expert speaker and his/her interesting topic
- In January–February, deliver new plaque inserts and/or plaques to your adopted members along with one of your business cards and introduce or reintroduce yourself as their Chamber Emissary
- Deliver a copy of *Discover Huntsville*, the Chamber's annual community guide and quick reference resource publication
- In late February/first of March, encourage your adopted members to contact Kristy Drake at 256-535-2036 or kdrake@hsvchamber.org to view all the ChamberON sponsorships available for purchase (deliver a ChamberON catalog after speaking with Kristy)
- All Emissaries must turn in either a contact log by email or hard copy before or at the April monthly meeting
- Nominate your adopted members (that fit the criteria) for the Small Business Awards, and ask your adopted member to nominate any of their worthy clients/customers.

SECOND QUARTER: APRIL—JUNE

- Deliver an Upcoming Events flier to your appropriate adopted members.
- Have your members fill out a database information update form and email to Donna McCrary at dmccrary@hsvchamber.org or fax to 256-535-2015.
- Explain to your adopted members why the Chamber is adding a voluntary additional amount on all membership invoices for the Chamber Foundation

- Inform your adopted members they may post all their job openings on the Chamber's job posting site – www.asmartplace.com – at no extra charge
- All Emissaries must turn in either a contact log by email or hard copy before or at the July monthly meeting (if not before).

THIRD QUARTER: JULY—SEPTEMBER

- Deliver an Upcoming Events flier to your appropriate adopted members.
- Encourage your adopted companies (that fit the criteria) to purchase a SchmoosaPalooza booth
- Encourage your adopted member (that fit the criteria) to email a business flier/brochure in PDF format to Donna McCrary at dmccrary@hsvchamber.org for Member Connection
- All Emissaries must turn in either a contact log by email or hard copy before or at the October monthly meeting (if not before).

FOURTH QUARTER: OCTOBER—DECEMBER

- Deliver an Upcoming Events flier to your appropriate adopted members.
- Nominate all your adopted members (that fit the criteria) for the Best Places to Work® Awards
- Invite all of your adopted members to come as your guest to the Chamber Holiday Open House in December
- All Emissaries must turn in either a contact log by email or hard copy by the end of the year



CODE OF CONDUCT

FOR AMBASSADORS AND EMISSARIES



The **Emissaries** role in providing a conduit for members to provide feedback to the Chamber is vital to our ability to provide programming relevant to their needs and enhancing our service to our members.

Ambassadors enhance the visibility of the Chamber with our members and the public.

Both the Emissaries and the Ambassadors play a key role in strengthening the relationship between the Chamber and our members.

Emissaries and Ambassadors are **not** spokespeople on behalf of the Board of Directors or Officers of the Chamber, and are **not** to speak on behalf of the Chamber. The responsibility of speaking on behalf of the Chamber resides with the Chairman of the Board and the President & CEO, and those they designate to speak on certain topics/issues.

The Huntsville/Madison County Chamber (HMCC) is committed to the highest ethical standards. Acting ethically is the foundation of all our endeavors. Our reputation depends upon the ethical conduct of everyone affiliated with HMCC. Volunteers, staff, and representatives set an example for each other, and for our members, by their pursuit of excellence in high standards of performance, professionalism, and ethical conduct.

While no document can anticipate all of the challenges that may arise, the Code communicates key concepts and will assist HMCC volunteers, staff and representatives in making good decisions that are ethical and in accordance with applicable legal requirements. All are encouraged to discuss any questions or concerns they have with the Chief Executive Officer or Chairman of the Board of Directors.

1. REPRESENTING THE POLICIES, POSITIONS, AND/OR OPINIONS

Communicating the policies, positions, and opinions of the HMCC in a consistent manner by the appropriate officer or staff member is critical to maintaining the integrity of the Chamber's message and/or positions on key issues. Therefore, the following standards apply when communicating on behalf of /representing the HMCC:

- The Chairman and the President & CEO of the Chamber are authorized to speak on behalf of the Chamber.
- Vice Chairs of the Chamber are authorized to comment on activities within their respective divisions.
- Should a Vice Chair be unable to comment, the Vice President or Director of the

division will speak on behalf of the Chamber when they have received clearance from the President & CEO to do so.

- Under no circumstances are Ambassadors or Emissaries empowered to represent the Chamber in public settings, to the press, or in written communications on issues related to policies, positions, or opinions. The role of Emissaries is limited to interacting with their member contacts, sharing information on Chamber programs/activities, and sharing member concerns with Chamber staff.

2. PERSONAL AND PROFESSIONAL INTEGRITY

A personal commitment to integrity in all circumstances benefits each individual as well as the organization. We therefore:

- Strive to meet the highest standards of performance, quality, service, and achievement in working toward the HMCC mission.
- Communicate honestly and openly, and avoid misrepresentation.
- Promote an environment where honesty, open communication, and minority opinions are valued.
- Exhibit respect and fairness toward all those with whom we come into contact.
- Ambassadors and Emissaries should refrain from any conduct which is detrimental to the image of the HMCC. An Ambassador or Emissary may have their position terminated immediately due to such conduct.

3. GUIDANCE AND DISCLOSURE

Volunteers, staff, and representatives are encouraged to seek guidance from the Chief Executive Officer or Board Chair concerning the interpretation or application of this Code of Ethics. Any known or possible breaches of the Code of Ethics should be disclosed. Staff, HMCC representatives and volunteers should contact the Chief Executive Officer or an officer of the Board. Reports of possible breaches will be handled in the following manner:

- All reports of possible breaches will be treated in confidence as much as the organization's duty to investigate and the law allow. If confidentiality cannot be maintained, the individual disclosing the possible breach will be notified.
- All reported breaches will be investigated, and, if needed, appropriate action will be taken based upon the policies of the organization.
- Retaliation against a person who suspects and reports a breach in good faith will be treated as an independent breach of the Code.
- HMCC affirms prompt and fair resolution of all reported breaches.

4. BREACH OF PROTOCOL

Violation of the protocols will result in one or more of the following, depending on the nature of the breach:

- The President & CEO will meet with the person or people involved with the breach, explain the reason for the concern, and secure their assurance that such a breach will not take place in the future.
- The President & CEO will inform the offending person or people involved that their position as a volunteer Ambassador and/or Emissary has been terminated.



Chamber
Emissary

