



IMPERIAL VALLEY **REGIONAL**
CHAMBER *of* COMMERCE

AMBASSADORS HANDBOOK



Dear Ambassador,

Congratulations on being selected as an Ambassador for the Imperial Valley Regional Chamber of Commerce!

The Ambassadors play an important role in furthering the mission of the Chamber and we are excited for you to be a part of this effort.

This handbook includes information regarding your duties as an IVRCC Ambassador. Please review the guide in its entirety.

If you have any comments or suggestions related to this guide, please feel free to let us know.

Thank you for your commitment to serve as Ambassador for the Imperial Valley Regional Chamber of Commerce.

Sincerely,

Ariann Romero
Office Manager

Anna Prince & Vicki Garcia
Co-Chairs Ambassador Committee



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General Information

Vision Statement:

Building a prosperous and cooperative community through business leadership.

Mission Statement:

The Imperial Valley Regional Chamber of Commerce is dedicated to serving Imperial Valley businesses and promoting community prosperity through advocacy, economic development, connectivity, and business education.

About the Chamber:

The Imperial Valley Regional Chamber of Commerce is a voluntary organization of business leaders/professionals who have joined for the purpose of promoting the civic, retail, commercial and industrial progress of our community. The area's economic well-being is directly related to the caliber of work performed by the Chamber.

Chamber/ Committee Team:

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www.IVRegionalChamber.com



Program Introduction

Program Mission

The mission of the Imperial Valley Regional Chamber of Commerce Ambassadors is to promote member commitment and retention through the following activities:

- Raising awareness of regional chamber activities and benefits
- Encouraging meaningful and beneficial participation in IVRCC programs

Program Description

IVRCC Ambassadors serve a term of one calendar year. Ambassadors can continue to serve after the one-year term if approved by the IVRCC Ambassador Chair and the IVRCC CEO.

Program Benefits

Program Benefits for the IVRCC Ambassadors:

- Increased name and face recognition regionally for the individual and business
- Increased networking opportunities, including:
 - Connecting one-on-one with new and existing regional Chamber members
 - Gaining referral opportunities
- Regional opportunity to get an insider's perspective of the local business community
- Opportunity to meet local business leaders, community leaders and elected officials throughout Imperial Valley

Program Benefits for the IVRCC

- Increased visibility regionally within the community
- Better understanding of membership needs/expectations
- More involvement of existing Chamber members
- Increased recruitment opportunities
- Member retention

Program Benefits for the IVRCC Membership

- Increased member access to points of contact who can aid and answer questions.
- Opportunity for more member visibility throughout the Imperial Valley.
- Exclusive first connection with new members from Westmorland to the border.



IVRCC Ambassadors Roles and Responsibilities

Requirements

As an IVRCC Ambassador, you are required to:

- Be a current member of the Imperial Valley Regional Chamber of Commerce in good standing
- If necessary, have your employer's approval to participate in the Program
- Participate in IVRCC Ambassadors Orientation Program
- Serve for a period of at least one-year
- Promote and represent the Imperial Valley Regional Chamber of Commerce in a positive way

Service Opportunities and Responsibilities

As an IVRCC Ambassador, you are given the opportunity to select what activities you want to complete to fulfill **your program service requirement**.

- Staffing the welcome/registration table at IVRCC events and meetings
- Attend IVRCC sponsored ribbon cutting/grand opening celebrations
- Assist with delivery and pickup of event items/supplies
- Serve as a welcoming committee for new IVRCC members
- Refer potential IVRCC members and Ambassadors to IVRCC staff

Reporting Service Hours

Opportunities will be announced via email and at monthly meetings. IVRCC and/or Ambassadors Chair may use their discretion in assigning opportunities when service requirements are not being met. *You are required to report your service hours to Chamber staff for record keeping.*

Finding a Replacement

If you accept an opportunity to serve and are unable to fulfill the requirement, it is *your* responsibility to find a replacement.

Additional Responsibilities

While service hours are your main responsibility, the following are some additional responsibilities:

- Attend monthly committee meetings
- Serve as a representative of the IVRCC by regularly attending IVRCC events
- Understand and be able to communicate IVRCC membership benefits
- "Network" for fellow IVRCC members
- Serve as liaison between the IVRCC and new members
- Participation in a minimum of three (3) signature events



IVRCC Responsibilities to the Ambassadors

In return, you should expect the following from IVRCC:

- Training on the skills and information required to complete Ambassador responsibilities
- Potential to be awarded and recognized as IVRCC Ambassador of the Quarter/Year
- Continued support from Chamber staff
- Membership recruitment resources

Advocating IVRCC Membership Benefits

As an IVRCC Ambassador, an important role you play is educating new and potential members about the benefits of IVRCC Membership. These benefits fall into three main areas: networking, increased business visibility and regional community involvement.

Networking Opportunities:

- **Monthly Mixers:** Monthly Mixers are typically held at an IVRCC member's place of business. The host pays a hosting fee and provides appetizers for guests. The Chamber mails invitations to fellow members and advertises the event via IVRCC social media platforms to recruit member attendance. Potential members can be invited as your guest! Introduce them to IVRCC staff, Board Members, and fellow Ambassadors.
Please note: Monthly IVRCC Mixers are a benefit of membership and open to members in good standing. Non-members wishing to attend will be charged a fee to participate.

Signature Events

- **Westmorland Honey Festival:** The Honey Festival is 3RD Saturday in November in Westmorland. This event allows members networking opportunities with the community to set up booths for a nominal fee to share their products and services.
- **Annual Dinner Meeting:** This event is held annually. The event includes dinner and awards presentations. Chamber Presidents Circle Members are also recognized at the event via awards presentation ceremony. An annual Report of the Chamber is given, and Officers/Board Members are announced for the new fiscal year.
- **El Centro Christmas Parade:** The El Centro Christmas Parade is held on the 1st Saturday in December. This parade boasts more than 130 entries that include marching bands, school cheer, dance & drill teams, equestrian units and various Christmas themed floats from residents and businesses. IVRCC Ambassadors assistance includes traffic control, parade announcing and banner walkers.

- **El Centro Christmas Festival:** Quickly becoming a regional favorite in our cor a nominal fee chamber members can set up a booth advertising their products and services on the 1st Saturday of December. This is an excellent opportunity for networking and business building.
- **Air Show Gala:** Held in February, this event supports the annual air show hosted by NAF El Centro featuring the Blue Angels. This is a black-tie event including dinner, dancing, and silent auction. IVRCC members and non-members are invited to purchase tickets and attend and/or sponsor the event.

Increased Business Visibility:

- **Ribbon Cutting/Groundbreaking Celebrations:** At the request of a member's business or organization, IVRCC can organize a ribbon cutting and/or groundbreaking ceremony. Fellow Members and local elected officials are invited to attend. Applications are available to members from the IVRCC office.
- **Chamber Website:** IVRCC members are listed alphabetically and by business category in a searchable business directory on the website.
- **Referrals:** IVRCC Members are always referred to first when someone calls or visits IVRCC.
- **Brochure/Business Card Display:** **Classic** Members can place their business cards and brochures at IVRCC. Visitors to IVRCC can pick up information about local businesses.
- **Event Sponsorship:** IVRCC Members can get their name in front of decision makers by sponsoring or hosting an event. Sponsorship opportunities are listed on the IVRCC website and in membership packets. IVRCC Sponsors are also announced via social media and email blasts.
- **Community Events Calendar:** Members can post their community events to the Events Calendar, accessible from the IVRCC website.

Community Involvement and Information

- **IVRCC Chamber Committees:** Members can participate in a variety of committees formed to promote the regional business communities as well as their own business/organization.
- **Local Information and Statistics:** IVRCC Members have access to information at the office.
- **Business Representation:** IVRCC represents member's interests at the local, county and state levels.



Mentoring Program

The IVRCC Ambassadors Mentoring Program pairs new IVRCC members with Ambassadors. The goal of the program is to encourage meaningful and beneficial participation regionally throughout the Imperial Valley, on the part of the new member and the Ambassador in IVRCC programs/events.

Benefits to Ambassador

The Mentoring Program gives both you and the new member an opportunity to build long standing business relationships.

Ambassador Responsibilities

The IVRCC Ambassador Chair will receive monthly a list of new members, including business name, contact information and brief description of the business. If you're interested in becoming a mentor to a new member, let the Committee Chair know. When first contacting new members via telephone, email or in person visit, be sure to personally invite them to the next Chamber event. Keep in touch with your new member this may include:

- Personal visit to their place of business to learn more about their business, product and/or service to provide referrals and build business relationships.
- Answer questions regarding the Chamber and/or benefits of membership.
- Encourage and invite them to attend an upcoming mixer or event.

You are responsible for tracking and reporting back on your contact with the new member. Time will be allotted at each monthly meeting to review contacts made.

Please note requests will be handled on a first-come, first-served basis and confirmed by the Chamber and/or Committee Chair IN WRITING via email.



Ribbon Cutting and Groundbreaking Celebrations

Ribbon Cuttings are one of the least time-consuming events hosted by IVRCC. At the request of a member's business/organization, IVRCC Staff will organize a ribbon cutting and/or groundbreaking ceremony. Fellow Members and local elected officials from all over Imperial Valley are invited to attend. There is an application that outlines the request process available to members from the Chamber. In addition to being able to participate in the celebration of the new member/business, Ambassadors and other participants enjoy networking in a low-pressure environment.

Ambassador Responsibilities

- Arrive at the event location at the designated time.
- Wear your name badge.
- Help IVRCC staff, if requested, with the ribbon, scissors, assisting with photos, etc.

Mixers


Our Monthly Mixers provide two hours of power regional networking for active IVRCC Members. Ambassadors play an important role at all mixer events and are encouraged to attend.

Benefits to the Ambassador

- Opportunity to increase your name and face recognition in the community.
- Opportunity to network with attendees.

Ambassador Responsibilities

- Be positive about the Chamber, as an IVRCC Ambassador and a IVRCC member.
- Assist with set-up and breakdown of the event.
- Work the registration table, handing out name tags, collecting door prizes, directing people, and encouraging participation via networking. Upon guests' arrival, you should:
 - Welcome them to the event.
 - Invite them to sign-in OR drop a business card in the basket for a prize drawing.
 - Offer them a name tag if they don't already have one.
 - Direct them to the main event area.
- Serve as a "buddy" to new or potential members. The IVRCC Chamber staff may call upon you to walk around with new or potential members or other special guests.



You always can attend a Mixer without your Ambassadors duties. *When you attend member only, you should not wear your Ambassador name badge, and you will not receive any service hours. You are free to network as you please and come and go as your schedule allows.*

Annual Dinner Meeting

This event is an annual event that includes dinner and an awards presentation. Chamber Presidents Circle Members are also recognized at the event via awards presentation ceremony. An annual Report of the Chamber is presented, and Officers are announced for the new fiscal year. Chamber members and non-members are invited to attend, and Chamber members sponsor the event.

Benefits to Ambassador

- Opportunity to increase your name and face recognition in the community.
- Opportunity to network with other businesses and elected officials during the event.

Ambassador Responsibilities

- Delivery of sponsor signage, door prizes, silent auction items, décor and other items 1-2 days before the dinner.
- Assist with silent auction as needed.
- Assist guests at the registration table and show them to their assigned seat.
- Post event cleanup, as needed.



Ambassador Application Form

Name: _____

Company: _____

Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Work Phone: _____ Cell: _____

Email: _____

1. Please tell us why you think you would make a good IVRCC Ambassador?

2. Please tell us what you hope to gain from serving as an IVRCC Ambassador?



Commitment and Agreement

I understand the mission and purpose of the IVRCC Ambassador Program and agree to devote the time necessary to accomplish the goals of the program.

I understand my responsibilities are to:

- Serve as an IVRCC Ambassador for a period of at least one year for the Imperial Valley Regional Chamber of Commerce and understand I can continue to serve after the one-year term with approval of the Ambassador Chair and CEO
- Attend an Ambassador Orientation
- Attend monthly Ambassador Committee meeting
- Participation in a minimum of 3 signature events
- Carry out the responsibilities of IVRCC Ambassador as outlined in IVRCC Ambassador Program Guide
- I further understand that my Company and/or Employer must remain a member in good standing for me to serve as an IVRCC Ambassador and understand I must resign if not

I understand that my photo may be used in promotional information on the IVRCC website and social media platforms _____ (initial here)

I have the permission of my employer to participate in the Ambassador Program _____ (initials here)

Printed Name: _____

Signature: _____ Date: _____

Please return IVRCC Ambassador Application Form along with Commitment and Agreement to the Chamber via email to events@ivregionalchamber.com .

FOR OFFICE USE ONLY:

Received on: _____ Received by: _____

Is Company/Employer in Good Standing: Y / N Reviewed by Committee Chair on: _____



Chair Initials: _____ Approved: Y / N Date: _____

