



The Ambassador Committee Is Now Accepting Applications for 2012!

The Winston Salem Chamber of Commerce is seeking applicants to join our Ambassador Committee, a prestigious group of Chamber volunteers*. Positions are available for professional, committed business people interested in expanding their network and fostering the mission of the Winston-Salem Chamber of Commerce (WSCOC). Please submit your applications to koakes@winstonsalem.com, or 336.721.2209 (fax) no later than December 1, 2011.

What does a WSCOC Ambassador do?

Ambassadors act as the Chamber's primary liaisons for new and existing members and are highly visible at Chamber events. Ambassadors assist members by introducing them to the benefits and services of membership and by serving as a conduit for members to engage with the Chamber.

Being an Ambassador affords the following benefits:

- Increased visibility, recognition and exposure for the business and the individual
- Enhanced career opportunities through strategic networking
- Growth of client base and contacts
- Improved leadership skills
- Civic engagement and the opportunity to give back to the community and the local economy.

Ambassador Membership Criteria

- Be Chamber members in good standing
- Participate in an Ambassador orientation before acting on behalf of the Chamber
- Possess knowledge of Chamber services and programs, as well as the Forsyth County business community
- Possess a strong desire for community involvement
- Take the initiative and be motivated to meet new members at Chamber events and at business site visits
- Be a leader and possess skills that will guide new members
- Agree to fulfill Ambassador responsibilities

Code of Conduct

- Maintain Confidentiality: refrain from publicly discussing internal Chamber or Ambassador issues.
- Conflict of Interest: You may only represent yourself as an Ambassador if you are Chamber Member good standing.
- Consistent Branding: Wear your Ambassador nametag when you are representing the Chamber and use official Chamber documents with interacting with members and prospects.
- Maintain a positive attitude concerning chamber stances and activities – you are the extension of the WSCOC out and about in the community!
- Ambassador status can be revoked for the following reasons:
 - Cancellation of Chamber membership
 - Inability to fulfill responsibilities agreed upon

Ambassador Responsibilities

- Ambassadors complete an application and sign an agreement accepting the Ambassador criteria, responsibilities and code of conduct
- Ambassadors are expected to participate in Chamber-wide activities:
 - Attend at least 3 Business After Hours per year either as a participant or volunteer
 - Attend at least 3 additional events per year as a participant
 - Work as a volunteer during at least 2 events per year. (specific roles will be assigned)
 - Attend at least 1 ribbon cutting per year
 - Volunteer during the Membership Campaign (bi-annual event)
 - Volunteer during the Annual Business Expo
 - Attend at least 4 new member orientations (These occur bi-monthly after the Ambassador meeting)
- Ambassadors are expected to participate in Ambassador-specific activities:
 - Ambassador orientation: 1 per year
 - Annual planning session: 1 per year (occurs during bi-monthly meeting)
 - Volunteer recognition party: 1 per year
 - Ambassador meetings: attend at least 4 (occurs bi-monthly)
 - Ambassador committee meetings:
 - Attendance criteria defined by committee leadership
 - Meetings should occur at least quarterly
- Participate in membership retention activities as defined during the annual planning session
 - Monthly calls to new members to welcome them and to existing members to encourage them to increase their engagement in Chamber activities
- Refer prospective members.

** Disclaimer: Depending on the number of applications, review and consideration by a selection committee may be necessary. Any applicant not awarded a position will be held for consideration the following year.*

Ambassador Application 2012

First and Last Name: _____

Date: _____

Name of Business or Employer: _____

Email: _____

Phone: _____

Why do you want to become a Chamber Ambassador?

Describe yourself in five words.

What contributions can you bring to the Ambassador Team?

As an Ambassador, what would you hope to convey to other Chamber Members?

What other volunteer commitments are you currently involved in?

How can the Chamber assist you in your role as an Ambassador?

Ambassador Agreement

I have read the Ambassador Membership Criteria and Responsibilities set forth by this document. I agree to do my best to meet and, wherever possible, exceed these expectations.

First and Last Name: _____

(Please Print)

Signature: _____

Date: _____