



Ambassador Council Handbook

A VOLUNTEER program designed for the DeKalb Chamber of Commerce

The **DeKalb Chamber of Commerce** serves DeKalb County, Georgia in its entirety. Our focus is to "unite and organize" the business entities and civic organizations that are based in or has interest in DeKalb County.

The Ambassador's Council will provide members with a unique way to increase the visibility of their own companies while promoting the mission of the DeKalb Chamber of Commerce.



COMMITMENT

The DeKalb Chamber of Commerce's Volunteer Ambassador Council provides unique networking opportunities for current and active Chamber members. Focusing on promoting a pro-business environment in DeKalb County, the Chamber relies upon its member volunteers to serve as extensions of the staff to aid in the aggressive execution of its mission. The work of our volunteer Ambassadors is an ongoing testament to the value of Chamber membership.

Serving on the prestigious Ambassador Council is an important commitment requiring the allocation of time and participation in various capacities. Chamber members dedicated to utilizing the opportunities provided through the Council as business recruitment tools receive great benefits. Ambassadors are requested to preserve the professional nature of Chamber functions and to maximize the educational and networking opportunities afforded by such events.

Ambassadors will be required to volunteer and sign up for a minimum of 10 events during their tenure with the DeKalb Chamber.

TENURE & REWARDS

The Ambassador Council is for active and current members of the **DeKalb Chamber of Commerce**. Your sign-up tenure includes a 1-year commitment. However if your membership expires prior to that 1-year date, once you renew your membership, you will still be able to serve on the Ambassador Council.

Whenever possible, the DeKalb Chamber will issue all Ambassadors a name badge to be displayed at all Chamber events. If you no longer wish to participate as an Ambassador, you will be asked to return your name badge to the Chamber.



Welcome....from the DeKalb Chamber of Commerce

On behalf of the **DeKalb Chamber of Commerce**, thank you for expressing an interest in the volunteer Ambassador Council. We believe that your experience on this Council will be both professionally and personally satisfying.

As is the DeKalb Chamber, the Ambassadors Council is composed of active Chamber members with representation in numerous industry types. The Ambassadors Council will provide you with an opportunity to make valuable business contacts; publicize your company and receive added value for your membership investment.

This volunteer Council has two main focuses for assisting the Chamber with welcoming our new members to the community. You will be asked to not only participate in as many ways, but also to give us your direct feedback on how we can implement “best practices” that will ensure,

- members understand the benefits of their DeKalb Chamber membership,
- participation at DCOC events and networking opportunities
- membership retention

We look forward to your positive energy and support through programs such as,

- new member orientations
- delivery of new member kits
- ribbon cuttings and other ceremonial events within the community
- registration and assistance at DCOC functions
- contact a member a week/month on behalf of the Chamber (this can be done via phone or email)
- Volunteer opportunity at Chamber office.
- Enrollment or membership leads within the community.
- Assist the DeKalb Chamber of Commerce in recruitment and retention of members



Continued...

This opportunity can be many things and you can be involved in many ways. We encourage you to have fun and grow with us. Remember, you have to be involved and stay involved to grow your business. What better way than through the DeKalb Chamber.

As always, if you have any questions or solutions, please do not hesitate to contact us at 404-378-8000 or you can contact your Ambassador Director.

Respectfully,

A handwritten signature in black ink that reads "Leonardo McClarty". The signature is written in a cursive style with a large initial 'L'.

Leonardo McClarty
President
DeKalb Chamber of Commerce



The Ambassadors Council actively focuses its attention on new chamber members...

As a volunteer Ambassador you will be asked to work on a rotation basis

- Calling new members,
- Calling existing members
- Verifying member information
- Personally inviting members to attend the quarterly new member orientation

You will also help staff with

- event registration
- event set-up
- greeting of guests
- ensure that networking is happening for the shy ones

Time Commitment outside of DeKalb Chamber Events:

- Contacting new members and current members, welcoming them, reminding them of events and discussing the members business issues and needs
- 30-minutes prior to each event to assist with set-up and preparation

By utilizing the ***new member questionnaire***, each ambassador will be requested to return this information within two business days, indicating any necessary information and event reservation the Chamber should be made aware of.

Teaming Up - Please pick an Ambassador buddy to cover for you when you are unable to go through with your assignment as planned. Your designated Ambassador Director will act as your contact when changes are necessary.



Programs, Services and Involvement Opportunities of the DeKalb Chamber of Commerce...

The **Ambassador Council** provides Chamber members an opportunity to make valuable business contacts, publicize their company and receive added value for their membership through volunteer activities.

Business After-Hours provides monthly networking opportunities to gather business ideas and network with fellow Chamber members and their guest. It is the perfect opportunity to gain valuable business leads in a relaxed, after work setting. The location varies from month to month as the event takes place at various member businesses around the county. Please check our calendar of events at www.dekalbchamber.org.

First Monday Member Luncheon provides speakers of interest and an opportunity to give your company's "one minute commercial". In addition, participant's business cards are photo copied for your convenience to ensure your exposure and follow-up campaign is complete. RSVP at jleonard@dekalbchamber.org.

Network DeKalb (Leads Group) provides Chamber members with an opportunity to network and get a more complete understanding of each other's companies, which should in return provide you with leads for your business. Director: Janniece Leonard at 404-378-8000; jleonard@dekalbchamber.org.

Small Business Council (Business Builder Series, etc.) provides Chamber members an opportunity to increase the success of their business within the small business community. With assistance from small business consultants, the Chamber will provide real life solutions to real life problems often faced by small businesses and young entrepreneurs. Director: Leonardo McClarty at 404-378-8000; lmclarty@dekalbchamber.org.



Programs, Services and Involvement Opportunities of the DeKalb Chamber of Commerce... continued

Human Resource Council provides Chamber members an invaluable resource to learn of human resources issues that impact their businesses. Human resource management represents both challenges and opportunities for today's small business community. The Council's goal will be to speak to the issues of Human Resource best practices. Director: Kim Davis Mitchell – 404-378-8000; kdavismitchell@dekalbchamber.org.

New Member Orientation provides Chamber members with an opportunity to meet all Chamber representatives first-hand and learn about the many services and benefits of the DCOC. At the same time Chamber representatives will get a detailed overview of your company to assist with providing members with leads and services. RSVP at jleonard@dekalbchamber.org.

Red-Ribbon Ceremonies provides DeKalb Chamber members and Ambassadors an opportunity to welcome new businesses as they open their doors to the County. By supporting area businesses, you're afforded an excellent opportunity to show your support of their business and get in on the ground floor to partnerships, products and services. Director: Kim Davis Mitchell – 404-378-8000; kdavismitchell@dekalbchamber.org.

Drugs Don't Work Program – Program conducted with the Georgia Worker's Compensation Drug-Free Workplace certification program (O.C.G.A. 34-9-310) designed to help build healthy communities in which to live and work through establishment of drug free workplaces.

Government Affairs - Building upon the DeKalb Chamber's role as an advocate for business, the Chamber's Government Affairs committee hosts a council meeting either on a monthly or bi-monthly basis to provide our members the opportunity to hear from various political and elected officials on various policies that may affect their business.



Programs, Services and Involvement Opportunities of the DeKalb Chamber of Commerce ... continued

DeKalb Chamber of Commerce Resource Center and Partners

University of Georgia Small Business Development Outreach Program provides a wide range of educational opportunities to small business owners, potential entrepreneurs, and community leadership organizations which support efforts to create, sustain, and or expand business ventures. These educational opportunities are delivered through direct business consulting, business training classes, and applied research. www.sbdc.uga.edu

DeKalb Workforce Center ~ DeKalb Works provides workforce development, workforce training and job search resources through consulting, partnership with various private and governmental agencies, directories and publications.

DEBCO ~ DeKalb Enterprise Business Corporation provides gap loan financing for start up and small existing businesses looking to locate in DeKalb County. www.debco.org

The Chamber recognized the need small businesses have for resources they could not obtain on their own. The Resource Center provides a one-stop shop for business tools, resources and services.

Sponsorship Opportunities

Opportunities exist for member companies to increase their exposure through sponsorship of networking events and programs.

The following events provide great opportunities for members:

- Member Luncheons
- Business After-Hours
- Annual DeKalb Chamber Meeting
- Exhibitor Tables
- Membership Golf Tournament
- Email Sponsorship
- Membership Drives



NEW MEMBER QUESTIONNAIRE...

New Member Company:

New Member Contact:

Date of Initial Contact:

Member Address:

Phone and Fax:

Website Address:

E-mail Address:

1. Introduce yourself as _____ a volunteer ambassador for the DeKalb Chamber.
2. Welcome our new members to the DeKalb Chamber of Commerce and give your testimonial, if so lead to as to how you see “good things coming from their commitment to the community” through the Chamber.
3. Assure them that the information you collect will be used solely by the DeKalb Chamber of Commerce to enhance their membership.
4. Verify that all member data given to you on this member are correct.

5. Reflect changes here:

6. Invite the new member to our quarterly “New Member Orientation”. Please make sure you have a current schedule by checking our website, request that the new member do the same, at www.dekalbchamber.org.

Inform the new member of upcoming event such as,

- Business After Hours
- First Monday Luncheon
- Network DeKalb Leads Group
- Ambassadors Council
- Encourage them to access the www.dekalbchamber.org web site” calendar of events” for the latest and greatest.

7. Ask the new member “what was their # 1 reason for joining the Chamber?”

8. Ask the new member “what resources the Chamber can assist them with?”

Your Name _____

Date: _____

Please return this document to Janniece Leonard at (fax) 404-378-3397
Email - jleonard@dekalbchamber.org



Advantages of Your DeKalb Chamber Membership...

The DeKalb Chamber of Commerce has a finger on the pulse of our community and identifies issues of importance to business in the community, to the quality of life, to the standards of our educational systems, etc. Through the chamber, all businesses regardless of size have a strong voice and powerful impact on important community issue.

The DeKalb Chamber provides the community with channels of communication with local and state official through our events, our quarterly Newsletter, "Access DeKalb", our website and now through you our Ambassador.

Through strong alliance with county government, businesses, homeowners and others whom have an interest in the success of DeKalb County, we will be able to directly serve our community better and make a lasting positive effect!

Corporate citizenship and business relationship are vital to corporate success. The DeKalb Chamber is committed to ensuring that you, our Ambassador, also receive a positive return on your investment of time and finance. Whether you're interested in networking and exposure for your company or to become more community involved, your participation with the DeKalb Chamber means marketing yourself or your company in a positive light.

Members of the **DeKalb Chamber of Commerce** receive a full range of benefits. The following is a small overview of the many benefits of your membership.

- Networking
- Member to member discounts
- Advertising/ publicity opportunities
- Publication & Directories
- Business referrals
- Community involvement
- Ongoing programs, events and seminars
- Business Expo
- Volunteer opportunities

It's not just business as usual at the DeKalb Chamber. The potential dividends from an investment in the **DeKalb Chamber of Commerce** are unlimited, because what develops at the chamber is everyone's business.



Meet Your Ambassador Council Directors

Ambassador Directors/ Leads by Territory

Lead Ambassador Director

**Julie Ketner - PERIMETER
Dale Carnegie Training**
Three Ravinia Drive Suite 1950
Atlanta, GA 30346
Phone: 404-471-1345
Fax: 404-982-9417

Ambassador Leads

**Tracy Bass –Tucker
Honey Baked Ham**
3936 LaVista Road
Tucker, GA 30084
Phone: 770-491-9213
Fax: 770-491-6397

Donna Cochrane Garcia – Stone Mountain

Onsite Health Service Providers
P.O. Box 78897
Atlanta, GA 30357
Phone: 404-294-1631
Fax: 404-294-1629

Jeremy Warner – Decatur Cartridge World of Decatur

2109 N. Decatur Road
Decatur, GA 30033
Phone: 404-321-3220
Fax: 404-321-3770

Yolanda Stewart - Lithonia L&B Tax Service, LLC.

5300 Memorial Drive
Suite 136
Stone Mountain, GA 30083
Phone: 678-704-6780
Fax: 678-704-6782



AMBASSADOR APPLICATION FORM

The support and participation of each DeKalb Chamber of Commerce (DCOC) Member is critical to the success of the goals of both the DCOC and its member base. Through the Ambassador Council, Chamber members have an opportunity to make valuable business contacts, publicize their company and receive added value for their membership investment.

As a volunteer Ambassador you will be asked to work on a rotation basis

- Call or stop by new member business, and welcome them to the Chamber
- Calling existing members
- Verifying their company information,
- Personally invite them to attend the monthly new member orientation and other upcoming events.

You will also help staff with:

- Event registration
- Event set-up
- Greeting of guest
- Ensure that networking is happening for the shy ones
- Ribbon Cuttings

(Please keep in mind time commitments):

- 2-hour orientation, luncheon
- Contacting new members and current members, welcoming them, reminding them of events and discussing the members business issues and needs
- 30-minutes prior to each event to assist with set-up and preparation
- 1-2 Feedback Forums



APPLICATION FORM

AMBASSADOR INFORMATION - *Please print*

Member name: _____

Company name: _____

Title: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____ **Fax:** _____

Email: _____

Alternate Email _____

Personal Information - *Please print*

Your name: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____ **Cell:** _____

Email: _____

In a few words, please tell us some of the skills you have and why you'd like to be an Ambassador for the DeKalb Chamber of Commerce?



VOLUNTEER AMBASSADOR HANDBOOK SIGNATURE FORM

This is to certify that I have read this Volunteer Ambassador handbook and am familiar with its contents. I understand this set of guidelines governs the implementation of policies and procedures for the Volunteer Ambassador Council. I understand that the **DeKalb Chamber of Commerce** may modify any of the provisions of this handbook at any time, with or without notice, may deviate from any provisions of this handbook at its sole discretion.

I understand that, notwithstanding any of the provisions of this handbook, I am serving as an Ambassador on a volunteer basis. Within the parameters established by the Chamber, I can utilize my Volunteer Ambassador commitment as a networking tool, but at no time should represent myself as a Chamber staff member or use this opportunity to solely represent my services to the member. I recognize that this council is meant to be “of service” and not “self-serving”. I will represent the Chamber in good faith and will refer any appropriate individuals/situations to Chamber staff members to handle. I understand if I violate these parameters, I could be asked to discontinue my involvement in the Ambassador Council.

Volunteer Ambassador Signature

Date

Volunteer Ambassador Name (Printed)

Company Name

Company Address and Phone Number

Return your application and signature form to: Janniece Leonard, DeKalb Chamber of Commerce: jleonard@dekalbchamber.org * Fax: 404-378-3397
