



Calgary Chamber of Commerce

Ambassador Committee



Calgary Chamber of Commerce Ambassadors

The Chamber Ambassadors are an important link between the Chamber of Commerce, its members, and the community.

The Chamber is pleased to provide opportunities in mentorship and leadership in support of this link to members through its Ambassador Committee.

The Chamber recognizes the value and the importance of the role of this volunteer team of entrepreneurs and business professionals who make up the Ambassadors.

The Chamber acknowledges the commitment made by the volunteer Ambassadors who generously donate their time and actively participate in the functions held by the Chamber.



Introduction

Welcome to the Calgary Chamber of Commerce Ambassador Committee. Ambassadors have played an important role in the work of the Chamber for many years. Our volunteer Ambassadors add a special component to our structure and organization. The following information should serve as a guide to the continued success of our Ambassador Committee.

1. **Who is a Calgary Chamber of Commerce Ambassador?**

A Chamber Ambassador is both a member of the Chamber and a member of the body of Chamber volunteers known as Ambassadors. An Ambassador serves to support the membership of the Chamber through specifically defined roles and responsibilities. An Ambassador also facilitates member participation in Chamber events.

2. **What are the benefits of being an Ambassador?**

Ambassador volunteers benefit in many ways. On the personal side of growing a business, Ambassadors benefit from having regular opportunities to make new contacts, receive training in networking, maintain contact with other Ambassadors and Chamber representatives, learn how to maximize the benefits and services available, and expand their contact base.

Ambassadors receive a personalized Ambassador Badge so that they are identifiable at Chamber events. The badge has space to include your company name as well as your designation as an official Ambassador. The Chamber of Commerce Membership Department facilitates the orders for these badges.

Ambassadors that have fulfilled their role for a minimum of one year will have their name and business name on the Ambassador's web page.

Many members of the Chamber have served as Ambassadors over the years. Being an Ambassador provides a tremendous opportunity to become associated with successful alumni. The opportunity to participate among a group of volunteers where the expression of collegiality, the sense of belonging, the warmth of feeling welcome and the ability to contribute to the spirit of the business community is second to none.

3. **Who is eligible to be an Ambassador?**

Ambassadors are members of the Chamber in good standing. All prospective Ambassadors undergo an application interview with the Chair of the Ambassador Committee, or designate, whereby an application form is completed and a Code of Conduct Agreement is signed. This phase initiates a period of internship to fulfill certain minimum requirements as outlined below. (See the appendix for a copy of the application form and the Code of Conduct)



4. **What is Ambassador Internship?**

Internship involves a period of six months, whereby a new volunteer is paired with an Ambassador who has been in the role for at least one year. The Intern, for instance, accompanies the Ambassador to Chamber events. The Intern also fulfills the meeting attendance requirements for Ambassadors in order to take advantage of the training features that are incorporated into the meetings. At the end of the internship period, the intern may become a full-fledged Ambassador.

5. **What is expected of an Ambassador?**

The Code of Conduct for Ambassadors defines the roles, responsibilities and expectations of Ambassadors as Chamber volunteers. (Please see the appendix for a copy of the code.)

- Be a member in good standing.
- Attend monthly Ambassador Meetings.
- Volunteer for at least one function per month.
- Commit to the Ambassador Team for a term of one year, minimum.
- Help members maximize their return on investment by attending events and using membership opportunities, benefits and services.
- Liaise and encourage communication and feedback between members, Chamber management, and staff.
- Recruit new ambassadors and members as appropriate.

Minimum requirements to maintain Ambassador Status include:

- Attending the meetings of the Ambassador Committee on a regular basis.*
- Volunteering for an average of one Chamber function per month.
- Making a commitment to serving as an Ambassador for at least one year.
- Support the Chamber through the Ambassador Committee.

** Ambassador Committee meetings are held the last Wednesday of September through June from 7:30am to 8:30 am at the Calgary Chamber of Commerce Building. Those attending meetings are given priority for volunteering at events.*

Event Expectations include but are not limited to the following:

- Acting as an ad hoc Chamber host, to meet and greet event members and guests;
- Mentoring new members; and
- Facilitating event logistics through leadership and event support opportunities (eg. event registration and name tag tables)



6. What are the leadership and volunteer roles available to members of the Ambassador Committee?

i. The Ambassador Committee Chair:

- Is a Chamber member in good standing;
- Has fulfilled the role of an Ambassador for one year;
- Has served in the capacity of Vice Chair; and
- Commits to serving a term of two years as Chair and one year as Past Chair.

Selection of the Chair:

Nominations for selection of the Ambassador Committee Chair come from the membership in the Ambassador Committee. Nominations will take place at the regular April meeting. Elections take place by secret ballot. The Chair then chooses a Vice Chair or Vice Chairs (maximum of two) from among the committee membership.

Responsibilities of the Ambassador Committee Chair:

The key to a successful team is the Chair. The primary function of the Chair is to provide Leadership through facilitation, mentoring, planning, and liaison.

As facilitator, the Chair leads team meetings and promotes active participation from the members. This includes maintaining group focus, guiding and encouraging group discussion, and formulating possibilities for group involvement within the mandate of the Ambassador Committee.

As mentor, the Chair leads by example. This includes the implementation of a process that maximizes the volunteer efforts of the Ambassador Committee as a whole.

As a planner, the Chair establishes the agenda for the Ambassador Committee. This includes setting meeting agendas, the maintenance of records and the sharing of information stemming from meeting minutes, reports and records of committee work.

As a liaison, the Chair is the main link between the Ambassador Committee, the Chamber and its membership. This function includes updating the Chamber's President and CEO, and through the Communications Manager, the Chamber's broader membership, about the Ambassador Committee, and its activities.

ii. The Ambassador Committee Vice Chair:

- is a Chamber of Commerce member in good standing; and
- has met the minimum requirements to maintain Ambassador status for one full year



- iii. **The Ambassador Committee Past Chair:**
 - is a Chamber of Commerce member in good standing;
 - has served in the capacity of Chair; and
 - commits to serving a term of at least one year as Past Chair

 - iv. **The Ambassador Committee's Sub-Committee Chairs:**
 - are Chamber members in good standing;
 - are volunteers who accept responsibility to take on leadership roles, complete special projects and report regularly to the Chair; and
 - foster leadership within their committees and submit sub-committee project and strategic plans/proposals to the Chair at the onset of each year.
- Sub-Committee examples include:**
- Ambassador Golf Tournament Committee
 - Mentor Committee (link to New Member Reception)
 - Ambassador Application Committee
 - Ambassador Internship and Service Committee
- v. **Individual volunteer roles, which include:**
 - Executive Secretary (archivist)
 - Business After Hours Ambassador Liaison
 - Recording Secretary - at the discretion of the Chair
7. **What are some of the Calgary Chamber of Commerce Events where Ambassadors typically volunteer?***

Keynote Speakers

- Meet & Greet

Business After Hours

- Invite non-member guests
- Meet & greet
- Mentor new or potential members

Quarterly New Members Orientation & Reception

- Table Host

Networking Luncheons

- Table Host



Salute to Excellence Awards Gala

- Meet & Greet
- Sell raffle tickets at event

Play with the Presidents Golf Classic

- Score-Keeping for a team
- Registration

Small Business Week

- Meet & Greet

Annual Ambassador Golf Tournament

- all aspects of event coordination including event sponsorship, prize package assembly and registration

**Note: Events such as Business After Hours may accept an unlimited number of Ambassador Volunteers. It is important to note, however, that many of the Keynote Speaker events only require one or two Ambassadors. Ambassadors will receive email contact after regular committee meetings with a request for assistance when spaces on the volunteer roster are available. The preferred form of communication with Chamber staff regarding available volunteer positions is also email.*

8. What other opportunities are available for volunteering?

- Member retention phone calls are shared among volunteers on a month-by-month basis.
- Annual Ambassador Golf Tournament (Please note that this tournament is organized by the Ambassadors themselves, with support from the Chamber Membership Department. Ambassador Volunteers fulfill all roles at this tournament.)
- Other special events requiring volunteer assistance as may become available from time to time.



Appendix A: Ambassador Application Form

CALGARY CHAMBER OF COMMERCE AMBASSADORS VOLUNTEER APPLICATION FORM

Last Name: _____ First Name: _____ Preferred Name: _____

Business Name: _____ Position: _____

Business Address: _____

City: _____ Province: _____ Postal Code: _____

Business Telephone: _____ May we call you at work? Yes No

Mobile Telephone: _____ E-Mail Address: _____ Preferred Method: _____

Please indicate your *average* availability:

	AVAILABILITY (YES/NO)
Morning	
Noon	
Evening	
Weekends	

How often would you like to volunteer?

Once a month Twice a month 3 times per month Other ____ times per month

What type of events would you like to volunteer for?

Speakers Networking Lunch Business After Hours Golf Tournaments Salute to Excellence
 Other

Have you ever volunteered for the Calgary Chamber of Commerce? Yes No

If so, in what capacity did you volunteer?

How did you hear about the Chamber Ambassadors programme?

Chamber Staff Chamber Event Ambassador Chamber Member Friend / Relative

Who recommended you to the programme? _____ Other: _____

What are your main reasons for volunteering with the Chamber Ambassadors programme?

Desire to help others Interest in community involvement Establish work record and build résumé
 Gain experience and develop skills Meet people and network Other: _____



Which aspect Ambassador involvement interests you?

- Administrative Communications Membership Development Technology External Relations

What special skills do you have that you would like to use particularly in your volunteering (e.g. networking, finance, etc.)?

What special skills would you like to develop through the course of your volunteering?



Appendix B: Volunteer Ambassador Code of Conduct

Mission Statement:

To promote and enhance the experience of new members of the Chamber by being a welcoming presence at, and by helping to organize events, providing information, encouraging participation, and increasing satisfaction/retention of Calgary Chamber of Commerce members.

Core Requirements & Responsibilities:

- Be a member in good standing.
- Attend monthly Ambassador Meetings.
- Volunteer for at least one function per month.
- Commit to the Ambassador Team for a term of one year, minimum.
- Help members maximize their return on investment by attending events and using membership opportunities, benefits and services.
- Liaise and encourage communication and feedback between members, Chamber management, and staff.
- Recruit new ambassadors and members as appropriate.

Summary Overview:

Volunteer Ambassadors provide representation for one of the city's oldest and most respected civic leadership and business institutions, and organization that is a pillar in the Calgary Community. The Calgary Chamber of Commerce is also highly respected across the country and has a reputation for results and integrity in both political and business issues. To promote and maintain this reputation, Ambassadors will abide by the following codes of conduct.

Ambassadors shall:

- Actively perform their duties as per the specified requirements and responsibilities of being an Ambassador listed above, and deliver on volunteer time commitments to the best of their ability.
- Work pro-actively and in conjunction with Calgary Chamber management and staff, and seek advice on any policies and procedures that may be relevant, including potential conflicts of interest between an individual's business interests, and the broader interests of the Chamber as an organization, and the Chamber's membership as a whole.
- When 'on-duty', or in any public or community capacity as a Chamber Ambassador, represent the Chamber (including its mission, mandate, policies and values) first and foremost, and to the best of their ability.
- Exercise their responsibilities honestly and in good faith, as representatives of the Calgary Chamber of Commerce at large, and do so with due diligence, in a reasonable and prudent manner, and without prejudice to personal or professional interests or involvements. At all times, committee members will represent loyalty to the best interests of the Chamber and its members, and shall not use their position to obtain benefits for themselves, their company, clients, third parties, or family members.



- Represent the Chamber in a professional, respectful, and appropriate manner, conducting themselves in a manner that reflects positively on the Calgary Chamber of Commerce and its membership at all times.
- Recognize that they are spokespersons and ambassadors for the Chamber and what it stands for, and therefore that their actions reflect the Chamber's professionalism, values and visions out in the larger community.
- Actively develop their understanding and communication of Chamber benefits and services.
- Lead by example. A key part of the role is to facilitate networking and encourage communication of Chamber members at events. Members will be learning from their interaction and behaviour.
- Respect and support the Chamber's by-laws, policies, Code of Conduct, and the decisions of the Board.
- Honour the confidentiality of all committee discussions and presentations, or any other matter identified by the committee Chair as a matter of confidence. This duty remains after a member has left the committee, and extends to information or knowledge that has been acquired as a participant in a committee that may be of value to competitors, or damaging to the Chamber if improperly disclosed.
- Adhere to the volunteer duties and responsibilities as required for each particular event.
- Neither practice nor tolerate discrimination or harassment against any staff member or volunteer on the ground of race, gender, sexual orientation, age, marital status, family relationship, economic status, identity, or disability.
- Adhere to these guidelines. Should any discrepancy be observed or any grievances arise from, by or about an Ambassador, it will be directed through the Chair of the Ambassador Team for resolution.

Note: A complete copy of the Chamber's Volunteer Code of Conduct, which pertains to all Chamber volunteers and committees, is available on the Chamber's website.

I have read and understood the requirements, expectations and duties as outlined, both in this document, and in the Chamber's Volunteer Code of Conduct, and agree to the requirements, responsibilities and code of conduct as outlined therein:

Ambassador Name _____

Ambassador Business Name _____

Ambassador Business Address _____

Date _____



Appendix C: History of the Calgary Chamber of Commerce

On May 2, 1891, the Calgary Board of Trade was formed to "advance commercial, industrial and civic interests and promote integrity and good faith in business". The first president was Calgary's Mayor of the day, Alexander Lucas. He led a group of 46 original members who included merchants, traders, bankers, brokers, mechanics, insurance agents, horse dealers, a hotelkeeper, a gun maker and a chemist.

That original Board of Trade could ever have envisioned how much the landscape of Calgary would change over the next 116 years, and how important a part of that growth they would become.

While the Board's original mandate set out to preserve quality standards, ensure labour conditions and promote trade ethics, government land policies and CPR freight rates soon became important priorities.

Early achievements include the first annual buyers guide, distributed in 1913, and cooperation with other boards of trade across Canada to help western livestock producers survive a serious financial crisis in 1920.

Renamed the Calgary Chamber of Commerce in 1950, the Chamber has played a distinctive role in Calgary's development, by providing leadership and business promotion.

Through the course of two World Wars, the Great Depression, a landmark oil discovery, and celebrating the 1988 Olympic Games, the Calgary Chamber of Commerce has remained committed to the same core values that the original Board of Trade expressed during its first formal meeting in 1891.

But the Chamber has also embraced social and political change. In 1953, the Chamber admitted women to its ranks and in 1985 backed the idea of an elected senate. In 1978, the Chamber bought its own building, formerly the Oddfellows Temple, at the corner of Centre Street and 6th Avenue S.W. in Calgary's downtown core. In 2002, the Board of Directors adopted a new governance model, hiring a paid President and CEO to run the Chamber's daily affairs under the direction of a volunteer Board and an elected chair.

In recent years, the Calgary Chamber of Commerce Committees have influenced government leaders to change business practices and regulations in a wide variety of areas. The Chamber's many resolutions have led to positive policy change in agriculture, economic development and small business, the environment and natural resources, fiscal responsibility, health care, international affairs, social policy, tourism and transportation.



Since 2003, the Chamber has been at the forefront of important issues for Canada and the West, with resolutions to help remove the uncertainty caused by BSE, to reduce inter-provincial trade barriers, and to help develop a strategy for sustainability of Alberta's water supply. The Chamber has advocated for increased investment in the Arts, building healthier workplaces, eliminating barriers to full employment and encouraging aging workers to keep working. Within the last year, Chamber resolutions have focused on engaging Older Workers, the Alberta Royalty Regime, an Aboriginal Workforce Strategy and the 2007 Municipal Election.

Now the largest Chamber in western Canada, the Calgary Chamber of Commerce owns and operates its own building and facilities, and boasts a membership in excess of 3,500.

As the Chamber continues to expand its role in the business community, it provides a valuable connection between commercial, industrial and civic interests, and will strive to serve and lead the business community in Calgary for many years to come.