



**AMBASSADOR
HANDBOOK**

Introduction to the Jacksonville Regional Chamber of Commerce

Congratulations! You are an integral part of a Chamber of Commerce with a long and proud history. Through the years, your Chamber has been recognized as one of the prime contributors to the growth and vitality of the Jacksonville community. The area's well-being is directly related to the caliber of work done by your Chamber.

The Jacksonville Regional Chamber of Commerce is a voluntary organization of community, business and professional leaders who work together to promote the civic, commercial and economic progress of our community.

Vision Statement

Our Chamber is the business membership organization of influence whose actions contribute to responsible economic growth and a better quality of life for all people on the First Coast.

Mission Statement

We lead regional economic development by supporting the growth of area businesses, helping to attract and establish new businesses and fostering a healthy and inclusive business environment. Moreover, we improve quality of life through responsible, sustained leadership on community and regional issues of relevance to our members.

History

In 1880, the Jacksonville port faced economic disaster. The St. Johns River was silting and fully laden ships could not enter the port. As a result, commerce was rapidly declining and government seemed to be unresponsive to the problem. The Jacksonville Board of Trade was formed in 1884 to consolidate and facilitate Jacksonville businessmen in their efforts to solve the port problem. The program of action marshaled public opinion and resulted in legislative funding to deepen the harbor.

In the aftermath of the great fire of 1901, which nearly destroyed the entire city, the Jacksonville Board of Trade provided the leadership to rebuild Jacksonville. In 1915, the Board of Trade became known as the Jacksonville Area Chamber of Commerce.

In 1923, the Chamber established a national program to sell Jacksonville. Called "Believers in Jacksonville," it was the first city advertising program in the country. With its goal of economic development for Jacksonville, rapid industrial growth resulted. In 1938, the Chamber successfully convinced the United States Navy of the city's economic stability, resulting in a major military presence that continues to have a positive impact on the community.

In 1965, Jacksonville's government was in disarray. The county's schools were discredited and the city was not moving ahead. Once again, business leadership met the crisis. Led by Chamber President Claude Yates, 23 businessmen signed a document called the Yates Manifesto. It mandated a new, more effective form of city government and a rebirth for Jacksonville. It was through this leadership initiative that a consolidated city/county government became a fact that has since proven to be a national model for urban government.

In 1981, the Chamber of Commerce embarked on a major fundraising drive called the Jacksonville Development Fund. Proceeds from this effort were used to build a new headquarters for the Chamber and to undertake an expanded regional marketing program. Throughout the 1980s, this program resulted in the creation of more than 70,000 new jobs and \$1.5 billion in new capital investments in the Jacksonville area.

Several years later the Chamber banded together with the chambers of commerce in Baker, Clay, Nassau, Putnam and St. Johns counties to support a promotional campaign that recognized Northeast Florida as "Florida's First Coast." That name was chosen because land in St. Johns County discovered by the Spaniards in 1513 was the first land discovered in the United States and early settlements were established in all six counties. The program was extremely successful and the term "First Coast" continues to be a common reference for residents and numerous organizations.

Cornerstone, the economic development initiative of the Jacksonville Regional Chamber of Commerce, is the Chamber division charged with creating high-quality, technology-oriented jobs and capital investment to increase the region's wealth and quality of life. Cornerstone has a separate membership of approximately 350 Chamber members who invest along with the City of Jacksonville and other public entities to market the community and region, and develop prospects and ultimate jobs for the area. Between 2001 and 2005, Cornerstone will assist in the creation of another 70,000 new direct and indirect jobs, which will include over 20,000 direct high-wage jobs and \$2 billion in capital investment.

Jacksonville Regional Chamber of Commerce Ambassador Program

Mission:

The mission of the Ambassador is to represent the Chamber by exhibiting the highest degree of professionalism, knowledge and integrity to our members and the business community. Ambassadors will serve as the greeting arm of the Chamber to promote new member participation and retention.

Requirements to become an Ambassador (Mandatory):

- Register on-line at www.myjaxchamber.com/Membership/Ambassador Program.
- Must hold a Chamber membership for 13 months
- Active member of a council for 13 months which requires attending 50% regular meetings.
- Participate at one (1) council committee event within 12 months i.e. council fundraiser, council chili-cook off etc.

Expectations required as an active Ambassador:

- Attend POP/Uncampaign training seminars.
- Represent the Chamber at two (2) ribbon cuttings/ground breaking ceremonies monthly.
- Attend two (2) quarterly luncheons per year to remain informed of upcoming Chamber events. This meeting will also serve to share concerns and interests.
- Greet two (2) new member receptions per year.
- Promote new member participation by being a Greeter at one (1) New Member Welcome Breakfast (Chamber & Eggs).
- Make three (3) new member calls as part of the New Member Development plan to inform them about programs, services and benefits.
- Consistently have fun as a group by engaging new members and therefore adding value to their membership.
- Contact dropped member/current members to ensure that their concerns are addressed on a monthly basis.

An Ambassador can **resign** at any time. Please notify Tammy Jones in writing by email at tammy.jones@myjaxchamber.com . Ambassadors who do not meet a minimum requirement of events annually will not be considered for renewal and will be removed from the Ambassador's matrix.

Benefits

- Visibility through photo at the Downtown Chamber in the lobby on the 1st floor.
- Recognition in the Work, Live & Play Membership Directory.
- Recognition in aCCess magazine.
- Recognition on the Chamber's Web site.
- Participation in Uncampaign
- Numerous networking and business building opportunities.
- Pride through community involvement.

Ambassador Meetings

Ambassadors will meet quarterly. Meetings are designed to provide networking and to educate Ambassadors regarding current Chamber events. Meetings are **mandatory** as this program is essential to the growth and retention of Chamber membership. You will be emailed an invitation quarterly to notify you of meeting location, date and time.

Call Guidelines:

- Identify yourself as a Chamber Ambassador. Congratulate the member on their commitment to the Chamber and the community.
- Verify their information and notify Tammy Jones of any necessary changes at 904-366-6679 or tammy.jones@myjaxchamber.com.
- Discuss the nature of your call and make sure they are aware of the benefits of the new member functions.
- Encourage them to take advantage of our Web site, www.myjaxchamber.com – Membership - Ambassador.
- Welcome new members to Chamber functions by agreeing to meet them at the door, sit at their table and introduce them around the room.
- Write a note of thanks on your company letterhead is appropriate following your meeting.
- Leave your business card and inform new members that they may call you if they have any questions regarding their membership.

Ambassadors are prohibited from making hard core sales pitches while making a Chamber call. If the member initiates conversation about your service or product it is then appropriate to keep the topic active.

Event Greeter

Here's how it works:

- Tammy Jones will coordinate greeters for all New Member Events. This includes Chamber & Eggs and New Member Receptions. Tammy can be reached by phone at 366-6679, by fax at 355-4235 or email tammy.jones@myjaxchamber.com.
- The dates and locations of Chamber & Eggs and the New Member Receptions and other events can be found in aCCess magazine or on the Chamber web site www.myjaxchamber.com. Click on Events, then on Calendar of Events.
- Greeters should arrive 30 minutes prior to the beginning of the event. Be sure to wear your Chamber Ambassador Volunteer Badge for recognition and visibility! Let Tammy know that you are present and available for last minute assistance. Tammy will provide your "assignment;" this may mean welcoming member participants at the door, greeting at the sign-in table, or indicating where refreshments may be found.
- Regardless of your location at the event, it is very important that you introduce yourself and shake hands, welcome each member and give them a big smile. Be sure to thank participants for attending.
- If you see someone standing alone or looking uncertain, introduce yourself. Some conversation suggestions: You might ask the person if he/she has had something to eat or drink, or if he/she has attended other Chamber events. It is always a good idea to introduce the person to someone else. Ask about their business and what they do. Whatever you choose to do, the goal is to ensure each and every member participant has a positive experience.
- **Most Important – Enjoy! Chamber & Eggs and New Member Receptions** are special occasions to be enjoyed by everyone involved. If you enjoy what you are doing, so will everyone around you. Remember you ARE the Chamber of Commerce so your enthusiasm and professionalism reflects the Chamber's enthusiasm for what is happening in this member's business.

Grand Openings, Ribbon Cuttings and Ground Breakings

Here's how it works:

- Tammy Jones will coordinate all Grand Openings, Ground Breakings & Business Launchings. Tammy can be reached by phone at 366-6679 or by email at tammy.jones@myjaxchamber.com.
- We will send you frequent emails providing the details of upcoming Grand Openings, Ground Breakings & Business Launchings. Ambassadors who respond to these emails will be invited to attend as a representative of the Chamber.
- The Ambassador who responds first to the email for each Grand Opening will serve as a lead representative and provide the ribbon and scissors for the ribbon cutting as appropriate. Additional Ambassadors are welcome and encouraged to attend to network and serve as greeters for the member company.
- As the designated "Photographer" of the event you will coordinate with Tammy the pick-up and return of the Grand Opening Kit. This kit should be picked up and returned to the reception desk at the Downtown Chamber.
- The "Photographer" should call the member contact two (2) days prior to the event to introduce him or herself. Confirm the date, time and location. This process will help to provide the member contact with an appropriate comfort level for the upcoming event.
- On the date of the event, arrive approximately 15 minutes prior to the designated time. It's very important that you seek out and introduce yourself to the member contact. Be sure to wear your Ambassador Badge for recognition and visibility!
- Next it is time for the very important photograph of the event. To ensure maximum visibility for the member company, we recommend that no more than 4 people in the picture. Tammy will have already explained this to the member contact. Try to make the photo as interesting as possible. For instance, is there a product the participants can hold? Also, try for a close-up so that the participants in the picture are clear and recognizable.
- **Most Important – Enjoy!** Grand Openings, Ground Breakings & Business Launchings are a special occasion to be enjoyed by everyone involved. If you enjoy what you are doing, so will everyone around you. Remember you

ARE the Chamber of Commerce so your enthusiasm reflects the Chamber's enthusiasm for what is happening in this member's business.

10 Easy Steps to Taking Good Chamber Photos

1. Focus on framing the people in the photo.

- Look at who's in the photo and put them in the center, if possible.
- Don't take photos of random large groups of people when there isn't a targeted object/person/group of people.
- ID every person (name and company) in the photo.

2. Get close enough to see each face, if possible.

- Zoom in or walk close enough to the people in the photo so that you can easily recognize who's in it.
- Especially with our new format for aCCess, if you take photos from too far away, the people will look very small and not be recognizable.
- Try looking in the view finder from a close distance to your subjects, then slowly back away until you clearly see all to be involved in the photo.

3. Take a series of the same shot to get a good photo, if necessary.

- It's easy when using the digital camera because you can delete the bad ones!
- It helps to prevent getting shots of people with their eyes closed.
- Try to avoid taking pictures of people while they are speaking.

4. Be aware of background objects.

- We don't want trees or chandeliers growing out of the top of people's heads.
- We don't want to take photos of light skinned people on white backgrounds (they look washed out) or dark skinned people on extremely dark backgrounds (they may be hard to see).

5. Beware of catching people eating and drinking in photos.

- Absolutely NO alcohol in photos. *This includes people holding any beverages since even a cup of water could be misconstrued as a cup of alcohol.*
- Don't take photos of people while they are eating.

6. If you are using the digital camera, inside photos work best.

- If the people in the photo are facing the sun, they'll be squinting and they may have shadows on their face or the colors won't be quite right.
- Some photos taken in the sun may have a glare or if the sun is behind the people in the photo, you might not be able to see them.
- **BEWARE OF TAKING PHOTOS IN FRONT OF WINDOWS** because the glare will ruin the image and the person will be grayed out.

7. If you are using the disposables or the 35 mm camera, outside photos work well.

- The natural sunlight works well in non-digital photos.
- If you don't have a good flash, outside photos work best.

8. Beware of bad angles.

- If you take a photo looking up at someone who's taller than you, they may appear to have a double chin.
- Side profiles are often unattractive.
- Don't take photos of the back of people's heads. It's much better if they are smiling and you can see them from the front.

9. Practice with the camera you're going to use beforehand.

- You might not be familiar with the camera, so figure out how to use it properly and you'll feel more comfortable taking the photos.

For submitting photos for Chamber publications:

**All photos must be 300 dpi resolution or higher for printing purposes. Photos submitted at any resolution smaller than 300 dpi will not be printed.