

CORONA CHAMBER  
**AMBASSADOR**

**MAKE A DIFFERENCE IN THE  
BUSINESS COMMUNITY!**

**BECOME A  
CORONA CHAMBER  
AMBASSADOR!**



 1st Thursday every month

 11AM - 12PM

 Corona Chamber of Commerce



**REPRESENT**



**PROMOTE**



**INSPIRE**



**SERVE**



**COMMIT**

**For more information contact Deserie Ramirez  
(951) 737-3350 or [Deserie@MyChamber.org](mailto:Deserie@MyChamber.org)**

## Welcome

Thank you for your interest in becoming an Ambassador for the Corona Chamber and your continued commitment to the business community. You are one decision away from allowing many opportunities to create connections with local entrepreneurs, business owners, professionals and dignitaries.

This packet provides an overview of the program, including roles and responsibilities.

***Without you, we would not be able to accomplish all that we provide for our Members!***

## Overview

The Ambassador Program is an extension of the Corona Chamber to improve membership engagement and membership retention. Ambassadors consist of our valued members who donate their time to assist the Chamber in various activities.

They become well known to our membership at large and can expand their network and create stronger community connections. Ambassadors are not industry exclusive.

## Program Description

Ambassadors can expect to invest 6-8 hours per month performing chamber duties. It is important to understand the mission, values, programs, and service of the Corona Chamber. Ambassadors must attend Ambassador Committee monthly meetings and raise awareness of Chamber activities and benefits to involve new and existing members to promote a strong membership.

## How Ambassadors Serve

1. Building Relationships
2. Connecting with Businesses
3. Directly assisting the Corona Chamber in providing value to our members



"Being an Ambassador has allowed me to help other businesses launch successfully and assist current businesses become even more profitable. Volunteering has its own rewards. I get to meet owners and managers who are looking for my experience to guide them." Solomon Shapiro, Living Better 101

## Benefits of Being an Ambassador

- Increased name and face recognition for individual/business
- Increased networking opportunities
- Connecting one-on-one with new and existing Chamber members
- Gaining referral opportunities through other Ambassadors
- Presenting a business introduction at an Ambassador meeting
- Highly visible position at Chamber events
- Opportunity to get insider's perspective of the local business community
- Opportunity to meet local business and community leaders
- Opportunity to help the community/show community pride
- Recognition via "Ambassador Spotlights" and "Ambassador of the Year"
- New business contacts for your business
- Increased knowledge of CCC member benefits and services
- Ambassador profile on the Corona Chamber website
- Be more in-the-know about the community and can offer a member's perspective of the chamber
- Making a difference in our local business community!

## How Ambassadors Represent

1. Attending various events
  - a. Grand Opening/Ribbon Cutting Ceremonies
  - b. Anniversary/Open House Celebrations
  - c. Good Morning, Corona
  - d. Seminars/Workshops
  - e. Conferences
  - f. Galas or similar formal events
2. Refer potential Ambassadors and members to the Chamber
3. Accept additional Ambassador assignments as requested
4. Delivering membership plaques/certificates
5. Adhering to the Corona Chamber of Commerce Ambassador Code of Ethics & Policies



"For me, the best part about being an Ambassador was the friendships and the giving back to the community. The business I got, was more of the gravy. I have met some of the greatest people in the City of Corona and I would have never gotten the opportunity to do that had I not been an Ambassador. I wouldn't trade that experience for anything."  
- Bill Mazurek, Bill Mazurek Insurance

*"The essence of life is to serve others and do good" - Aristotle*



### **Ambassadors Accomplishments**

- Engaging with Chamber members at events and within the community.
- Inviting members to Chamber events.
- Sharing their knowledge of Chamber benefits, programs and resources with members and business owners.
- Connecting members to achieve their goals.

### **Ambassador Requirements**

1. Maintain a current membership with the Corona Chamber of Commerce
2. Attend each monthly Ambassador meeting
3. Be a respected individual within the business community
4. Attend events in the required Ambassador dress code
5. Follow through with assignments in which you volunteer for
6. Have an upbeat attitude
7. Serve for one calendar year

### **Ambassador of the Year**

The top Ambassador will be decided by the Chamber's Executive Committee and will be based on points earned and service of this Ambassador. Only one Ambassador will receive the award/recognition that will be given at the Annual Installation & Awards Gala.

*"Serving others prepares you to lead others"*



## **Ambassador Code of Conduct**

1. Consistently and positively promote the Corona Chamber of Commerce and business, as a whole.
  2. Maintain a courteous and professional demeanor while representing the Corona Chamber at all programs, seminars and events. Ambassadors represent the Chamber first while attending events.
  3. Respect your commitment to the Chamber and Ambassador program, including prompt on-time attendance to all events for which you have volunteered. Have a "First to Arrive" and "Last to Leave" attitude.
  4. Display an appropriate image of the Corona Chamber by wearing the official Ambassador badge and professional business attire at mixers or wearing appropriate event-specific attire for special Corona Chamber events and activities.
  5. Display the highest standards in communication and responsiveness by promptly returning calls and responding to e-mails from Chamber Members, fellow Ambassadors, Chamber Board of Directors, and Chamber staff.
  6. Speak only for yourself when asked your opinion while serving as an Ambassador. \*\*Please make it clear that it is your personal opinion, and not that of the Corona Chamber of Commerce, "I personally have found ....."
  7. Maintain neutrality regarding political candidates/issues when volunteering as an Ambassador. Do not wear campaign buttons or display campaign literature while serving in an official Ambassador capacity. The Chamber does not endorse candidates, they work on issues and pro-business legislation.
  8. Ambassadors will not slander or speak negatively about any business via social media or to other members in the community. If you are aware of any issue in the business community that the Chamber can help with, please refer to Deserie Ramirez.
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Name

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Cell Phone

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Business Name

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Business Phone

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Business Address

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City & Zip Code

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Email

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Title

Why would you like to be a Corona Chamber Ambassador?

List all groups/organizations in which you are a member of:

As an Ambassador, I understand that I must commit to the policies and follow the guidelines set forth by the Corona Chamber. I understand if I do choose not to participate, that my Ambassador privileges will be placed on hold until I can commit to representing the Corona Chamber in a consistent manner. I understand I must submit a bio and a headshot in order for my application to be approved. I understand there will be a \$25 replacement badge fee if lost

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Signature

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Date