



# **Ambassador Program Guide**



Dear Ambassador,

Congratulations on choosing to be an Ambassador for the Little River Chamber of Commerce & Visitors Center. The Ambassadors play an important part in furthering the mission of the Little River Chamber. We are excited to have you be a part of this effort.

As a Chamber of Commerce Ambassador, you are a front line representative for the Little River Chamber of Commerce & Visitors Center at public and Chamber sponsored events/activities. You will assist in the promotion, volunteer support and development of various Chamber sponsored events. As an Ambassador, your dedication, time and efforts are appreciated and highly valued by the Board of Directors, Chamber Staff and Membership during your term. You ARE the backbone of the Little River Chamber of Commerce & Visitors Center.

This guide includes information regarding your duties as an Ambassador. Please review the guide in its entirety.

If you have suggestions or comments related to this guide, please let us know. Thanks for your commitment to serve as an ambassador.

Sincerely,

Jennifer Walters  
Executive Director



## General Chamber Information

<b>Cathy Honeycutt</b> <b><u>Chairman</u></b>	9742 Anchor Dr. Longs, SC <a href="mailto:choneycutt@wfxb.com">choneycutt@wfxb.com</a>	<b>Work</b> <b>Home</b>	(843) 839-9764 (843) 385-3596
<b>Nate Rohler</b> <b><u>Immediate Past Chairman</u></b>	2003 N. Oak Street Myrtle Beach, SC 29577 <a href="mailto:nate.rohler@tdbank.com">nate.rohler@tdbank.com</a>	<b>Work</b> <b>Cell</b> <b>Fax</b>	(843) 360-1183
<b>Don Barrow</b>	1008 Hwy 17 North Little River, SC 29566 <a href="mailto:barrowd@yahoo.com">barrowd@yahoo.com</a>	<b>Work</b> <b>Cell</b> <b>Fax</b>	(843) 281-2337 (843) 907-7721 (843) 281-2337
<b>Kim Bryant</b>	POB 768 North Myrtle Beach, SC 29566 <a href="mailto:kimbryantaccounting@yahoo.com">kimbryantaccounting@yahoo.com</a>	<b>Work</b> <b>Cell</b>	(843) 249-7818
<b>Celeste Bondurant-Bell</b>	4303 Live Oak Dr. Little River, SC 29566 <a href="mailto:cbell@lrmcenter.com">cbell@lrmcenter.com</a>	<b>Work</b> <b>Cell</b>	(843) 663-8000 X8090
<b>Jeff Cotten</b>	825 Hwy 17 Little River, SC 29566 <a href="mailto:autojeffmasters@gmail.com">autojeffmasters@gmail.com</a>	<b>Work</b> <b>Cell</b> <b>Fax</b>	(843) 249-0642 (804) 240-1468
<b>Austin Cox</b>	693 Wintercreeper Dr. Longs, SC 29568 <a href="mailto:austin.cox@myccnb.com">austin.cox@myccnb.com</a>	<b>Work</b> <b>Cell</b>	(919) 906-7405
<b>Carrie DeWitt-Partello</b>	4563 Pigot Rd, SW Shallotte, NC 28470 <a href="mailto:eastcoastmvg@atmc.net">eastcoastmvg@atmc.net</a>	<b>Work</b> <b>Cell</b> <b>Fax</b>	(910) 755-2058 (910) 209-6683
<b>Lester Gore</b>	368 Vermilion Drive Little River, SC 29566 <a href="mailto:les.goreii@gmail.com">les.goreii@gmail.com</a>	<b>Cell</b>	(304) 410-4916
<b>Mark Grogan</b>	3796 McDowell Lane Little River, SC 29566 <a href="mailto:grandstrand5@msn.com">grandstrand5@msn.com</a>	<b>Work</b> <b>Cell</b>	(843) 399-5437 (843) 241-8414
<b>Kim Masson</b>	238 Carolina Crossing Little River, SC 29566 <a href="mailto:kamasson@hotmail.com">kamasson@hotmail.com</a>	<b>Work</b> <b>Cell</b> <b>Fax</b>	(843) 798-3055

**Clay Swenson**

9236 Old Field Rd  
Calabash, NC 28467

[furnituremedicbyswenson@gmail.com](mailto:furnituremedicbyswenson@gmail.com)

**Work**

(877) 835-3697

**Fax**

(877) 835-3697

## Chamber Staff

Jennifer Walters, Executive Director

Email: [jennifer@littleriverchamber.org](mailto:jennifer@littleriverchamber.org)

Sandi Madorno, Office Manager

Email: [sandi@littleriverchamber.org](mailto:sandi@littleriverchamber.org)

Izzy West, Communications & Social Media Marketing

Email: [izzy@littleriverchamber.org](mailto:izzy@littleriverchamber.org)

Teresa Hamvas, Office Assistant

Email: [Teresa@littleriverchamber.org](mailto:Teresa@littleriverchamber.org)

Little River Chamber of Commerce & Visitors Center

1180 Hwy 17, Suite 1

Little River, SC 29566

843.249.6604 | 843.249.9788 (f)

[www.littleriverchamber.org](http://www.littleriverchamber.org)



## Ambassador Roles and Responsibilities

### Requirements

As an Ambassador, you are required to:

- Be a current member of the Little River Chamber of Commerce
- Have your employer's approval to participate in the program
- Serve for a period of at least one year
- Hours will vary based on the number of scheduled events
- Report your service hours
- Always promote the Chamber in a positive manner

### Service Opportunities and Responsibilities

As an Ambassador, you have the opportunity to select what activities you want to complete to fulfill your program service requirement. The opportunities may vary from year to year, but can include:

- Staffing the welcome/registration table at Chamber events and meetings
- Attending ribbon cutting/grand opening celebrations
- Serving as a mentor for new Chamber members
- Delivering Chamber materials to members
- Serve as a welcoming committee for new Chamber members
- Refer potential ambassadors to the Chamber staff
- Promote and spread the word about Chamber events
- Other varied duties as specified

### ***Reporting Service Hours***

Opportunities will be announced via email. If an opportunity appeals to you, reply to the message. Reporting your service hours is essential to make sure you are credited for the work you have performed. These reports are used to track your progress and are a critical part of the "Ambassador of the Year" award process.

### **You may obtain a point each in any of the following ways:**

- Attendance at Ambassador Committee meetings: Please be aware that there is a standard monthly scheduled Ambassadors meeting. An Ambassador Luncheon may be held on occasion, in which attendance would be considered a point.
- Showing your support by attending ribbon cuttings or ground opening ceremonies and welcoming new members
- Attending (*or, volunteering when needed*) at any Mixers, Luncheons and any other events hosted by the Little River Chamber of Commerce & Visitors Center. This includes involvement with other Chamber of Commerce Committees, such as *volunteering for one of their functions*, when requested.
- Referring prospects to the Membership Director. Credit is given when the business referred becomes a new member.
- Donating auction items or door prizes for Chamber special events, when the need arises.



## Additional Responsibilities

While service hours are your main responsibility, the following are some additional responsibilities:

- **Attend program meetings**– To help facilitate communication, the Program meets monthly. Meetings are voluntary, but are an excellent opportunity to network with fellow Ambassadors. Past events, upcoming opportunities and on-going projects are also discussed.
- **Serve as a representative of the Chamber by regularly attending Chamber events** – Ambassadors are always encouraged to attend Chamber events, even if they are not officially “working.” Being an Ambassador means showing your support for the Chamber and should be viewed as an opportunity to network, not an obligation.
- **Understand and be able to communicate Chamber membership benefits** – Through Orientation and on-going training, you should become familiar with everything the Chamber has to offer. If people have questions about the Chamber, be prepared to provide answers or direct them to the Chamber Staff.
- **Facilitate communication between the Chamber Staff and membership** – If you encounter a member with an issue or see a trend (positive or negative) during your interactions with members, always communicate this information to the Chamber staff. Likewise, make sure to communicate messages from the Chamber leadership to members as appropriate.
- **"Network" for fellow Chamber members by promoting their products and services** – The Chamber’s first priority is to its Chamber members. Whenever possible, recommend Chamber member products and services.
- **Serve as a liaison between the Chamber and new members** – New members often have interesting perspectives. They may offer ideas from other Chambers they belong to or may share expectations as a new member. Always listen to what they have to say and assure them you will pass their comments on to the Chamber staff.
- **Represent your business or organization as well as the Chamber** – An important part of being an Ambassador is representing your business. You are encouraged to wear your business name tag as well as your Ambassador badge. You should use your business or organization name when introducing yourself to others and add that you are also a Chamber Ambassador.

## Chamber Responsibilities to the Ambassadors

In return, you should expect the following from the Chamber:

- Training on the skills and information required to complete Ambassador Responsibilities
- Access to critical Chamber information needed to serve as an Ambassador
- Response to Ambassador requests for member follow-up
- Acceptance of feedback presented by Ambassadors
- Recognition for a job well done
- Award Ambassador of the Year
- Continued support



## Chamber Membership Benefits

As an Ambassador, you play an important role in educating new and potential members about the benefits of Chamber Membership. Chamber benefits fall into three main areas: networking, business visibility and community involvement/information. Please note that many of these benefits fall under more than one category, but in the interest of space are listed here only once.

### Networking Opportunities

- **Business After Hours (BAH)** – Business After Hours are held the third Tuesday of each month from 5:30 – 7:00 p.m. at a Chamber member's business. The host provides food and beverages for guests. The Chamber e-mails out invitations to Chamber members and sends several reminders to recruit attendees. Door prizes are brought in by members as well as the host of the event. These events are relaxed events that provide a way to meet new people, build business relationships and see what the Chamber is all about. Chamber members and their guests are invited to attend the After Hours. However, if you know someone who is considering joining the Chamber, encourage them to attend an event. Introduce them to the staff and board members during the event. There is no charge to attend these type events.
- **Lunch and Learns** – These meetings are usually held quarterly. We begin with lunch at 11:30 a.m. The meeting begins at 12 noon and ends by 1:00 p.m. A speaker will present facts and answer questions about a particular topic that is of interest to businesses.

**Increased Business Visibility** - Joining the Chamber gives your business credibility and shows you are serious about your image and that you support the business community as a whole.

- **Ribbon Cuttings** – At the request of a member business or organization, the Chamber can organize a ribbon cutting ceremony. New businesses, new chamber members, remodeled businesses, and businesses with new product lines qualify for a ribbon cutting celebration. Local officials and members are invited to Ribbon Cuttings. Local leaders and guests make remarks, the business owner or organization leader offer comments and a ribbon is cut. Photos are taken and occasionally local media attends. The Chamber sends a press release to local news and media outlets publicizing the ribbon cutting. The location and frequency varies. There is no cost to attend or host a ribbon cutting.
- **Chamber Web Site** – Chamber Members are listed alphabetically and by business category in a searchable business directory on the Chamber website. Visitors to the Chamber site can link directly to a member's website or email. Members are also given the opportunity to advertise on the website for a fee.
- **Weekly E-News** – The Chamber publishes an E-Newsletter weekly. Chamber member's news is featured along with upcoming events in the community.
- **Making Waves** – The Chamber publishes a bi-monthly newsletter that is sent to all members. New and renewing members are featured along with Ribbon Cuttings and Business After Hours. New members are given one complimentary advertisement in Making Waves. Additional advertising is available for a fee.
- **Referrals** - Members are referred to when someone calls the Chamber.
- **Membership Decal** – Every member receives a window cling decal annually to display at their location. The Chamber decal demonstrates credibility and community pride.
- **Brochure/Business Card Display** – Members have the opportunity to place their business cards and brochures at the Chamber. Visitors and newcomers stop at the Chamber to pick up information about local businesses.
- **Event Sponsorship** – Members can get their name in front of decision makers by sponsoring or hosting an event. Sponsorship opportunities are listed on the Chamber web site and in Membership Packets. Sponsorships are also announced through Chamber emails.



- **Mailing Lists/Labels** – Each member can request one free member list per year. Members can request mailing labels for all current Chamber members for a fee of \$10 per set.
- **Community Events Calendar** – Members can post their community events to the Events Calendar, accessible from the Chamber web site.

## Community Involvement and Information

- **Chamber Committees**
- **Local Information and Statistics** – Members have access to the Chamber's wealth of local information, which can be useful in developing business and marketing plans.
- **Little River/Horry County Maps** – The Chamber provides local maps, which may be useful for clients and visitors. Advertisers get a free supply of maps.
- **Business Representation** - The Chamber represents members' interests at the local, county and state level.

## Mentoring Program

The Ambassador Mentoring Program pairs new Chamber members with Ambassadors. The goal of the program is to encourage meaningful and beneficial participation, on the part of the new member and the Ambassador in the Chamber's programs/events. New members who have a positive experience with the Chamber are more likely to continue their membership in the future. The program lasts a minimum of three months for each new member, but may continue longer as business relationships are developed.

### ***Benefits to the Ambassador***

The Mentoring Program gives both you and the new member an opportunity to build a lasting business relationship. As the relationship develops, both of you can benefit from increased business exposure, referrals and a widened business network.

### ***Ambassador Responsibilities***

1. The Chamber will provide a list of new members at the monthly Ambassadors meeting. The list will include the business name, contact information and a brief explanation of the business.
2. If you are interested in being a mentor to a new member, let the Chamber know the name of the business that you want to mentor. *\*Requests will be handled on a first-come, first-serve basis and confirmed by the Chamber at the meeting.*
3. When making first contact with the new member via phone or email, you should personally invite them to the next Chamber event. If you cannot attend the event with the member, encourage the member to seek out the Ambassador who will be working that event.
4. Over the next three months, you must contact the new member at least two additional times either via phone, email or in person. (These contacts should be spread out over the three months.) Some ideas for contacting the member include:
  - a. Check in to see how things are going.
  - b. See if they have any Chamber questions.
  - c. Encourage or invite them to attend an upcoming event.
  - d. Learn more about their business in an effort to provide referrals/build a business relationship.
  - e. Send them an article or newspaper clipping that might be of interest.





5. You are responsible for tracking and reporting back on your contact with the new member. Time will be allotted at each monthly meeting to review contacts made.

6. Remember to report your service hours. In general, you should expect to spend no more than 1.5 to 2 hours being a mentor.

## Membership Decal Distribution

Every member of the Chamber receives a membership decal for their business when they join the Chamber. Ambassadors are occasionally asked to help distribute decals.

### ***Benefits to the Ambassador***

- This is a good opportunity to get your foot in the door at a particular business. It provides you a reason to visit the business and to introduce yourself.
- It is an opportunity to re-connect with the business, if you have visited them in the past.

### ***Ambassador Responsibilities***

- Introduce yourself and your business, and explain that you are an Ambassador with the Little River Chamber of Commerce & Visitors Center.
- If you aren't familiar with the business, spend a few minutes asking questions, learning about it, getting a tour, etc.
- Thank them for their membership.
- Notify the member of upcoming events and invite them to attend.
- Remember to report your service hours to the Co-Chairs.

## Member Visits

Ambassadors will receive a list of members assigned to them to contact throughout the year.

### ***Benefits to the Ambassador***

- This is a good opportunity to get your foot in the door at a particular business. It provides you a reason to visit the business and to introduce yourself.
- It is an opportunity to re-connect with the business, if you have visited them in the past.

### ***Ambassador Responsibilities***

- Introduce yourself and your business, and explain that you are an Ambassador with the Little River Chamber of Commerce & Visitors Center.
- Ask to speak to the contact person listed on the information received from the Chamber, if he or she is available. Make sure all contact information is correct. Note any changes on the card listed.
- If you aren't familiar with the business, spend a few minutes asking questions, learning about it, getting a tour, etc.
- Thank them for their membership.
- Find out if there is anything the Chamber can do for them and ask if they have any concerns or comments. Make notes on the card.
- If they provide negative feedback, apologize, make note of the issue, tell them you will make sure this information is passed on to the Chamber staff.



- Notify the member of upcoming events and invite them to attend.
- Provide the member with your business card or contact information.
- Remember to report your service hours.

## Ribbon Cuttings

Ribbon cuttings are one of the least time-consuming. In addition to being able to participate in the celebration of a new business, Ambassadors and other participants enjoy networking in a low-pressure environment. It is a great way to take a short break from the work day to help market your business.

### ***Benefits to the Ambassador***

- Participation in the celebration of a new business or location
- Chance to meet local leaders
- Opportunity to network in a fun, low-pressure environment

### ***Ambassador Responsibilities***

- Arrive at the ribbon cutting location at the designated start time.
- Wear your badge.
- Network.
- Help the Chamber staff, if requested. This may include helping with the ribbons and scissors, assisting with the photos, etc.
- Remember to report your service hours.

## Annual Meeting

The Chamber's Annual Meeting and Banquet is a highlight of the year. The meeting is held at various locations throughout Little River. There is a cost to attend the annual meeting.

### ***Benefits to the Ambassador***

- Opportunity to increase your name and face recognition in the community

### ***Ambassador Responsibilities***

The following jobs are available during the meeting:

- Registration - Welcome attendees, check their names against the pre-registration list, answer questions, etc.
- Name tags – Hand out pre-printed name tags if they are available and/or assist with guests nametags.
- Direct attendees to their reserved tables, answer questions, etc.
- Remember to report your service hours.



## World Famous Blue Crab Festival

The World Famous Blue Crab Festival is held annually in May. The Ambassadors role in this event is evolving.

### ***Benefits to the Ambassador***

- Opportunity to increase your name and face recognition in the community
- Opportunity to network with other businesses and the public during the event

### ***Ambassador Responsibilities***

- Promote and spread the word of the event prior to the event date to increase exhibitor participation and public attendance.
- Welcome – Welcome sponsors thank them for participating.
- Volunteering at the event, i.e. working at a gate or the souvenir booth
- Vendors Assistant – Stopping by booths and asking vendors if they need anything, watching exhibitor booths while they have lunch, use the restroom, etc.
- Gophers – Helping the Chamber staff as needed
- Other duties – as specified
- Don't forget – to report your hours.

## Little River ShrimpFest

The Little River ShrimpFest is held annually in October. The Ambassadors role in this event is evolving.

### ***Benefits to the Ambassador***

- Opportunity to increase your name and face recognition in the community
- Opportunity to network with other businesses and the public during the event

### ***Ambassador Responsibilities***

- Promote and spread the word of the event prior to the event date to increase exhibitor participation and public attendance.
- Welcome – Welcome sponsors thank them for participating.
- Volunteering at the event, i.e. working at a gate or the souvenir booth
- Vendors Assistant – Stopping by booths and asking vendors if they need anything, watching exhibitor booths while they have lunch, use the restroom, etc.
- Gophers – Helping the Chamber staff as needed
- Other duties – as specified
- Don't forget – to report your hours.



## Little River Chamber of Commerce & Visitors Center Ambassadors Commitment

I understand the mission and purpose of the Ambassador Program and agree to devote the time necessary to accomplish the goals of the program.

I understand that my responsibilities are to:

- Serve as an Ambassador for a period of at least one year. I can be re-elected for another term.
- Provide a minimum of five hours service per quarter
- Report service hours
- Attend Ambassador Meetings
- Attend Chamber events whenever possible
- Carry out the responsibilities of an Ambassador as outlined in the Ambassador Program Guide
- I further understand that if my schedule does not allow me to fully support my duties as an Ambassador, I will resign until I am able to fully participate.

I understand that my photo may be used in promotional information and on the Chamber website.

I have the permission of my employer to participate in the Ambassador Program

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_