



Ambassador Program Handbook

Madison Area Chamber of Commerce
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Table of Contents

- 3 - Ambassador Program Overview
- 4 - Requirements & Responsibilities
- 5 - Benefits of the Program
- 6 - Chamber Service Points
- 8 - Ambassador Policies
- 9 - Committees
- 10 - Board Member Contacts
- 11 - Ambassador Contacts

Ambassador Program

Welcome to the Madison Area Chamber of Commerce Ambassador Program!

The Madison Area Chamber of Commerce Ambassador Program promotes Chamber benefit awareness while encouraging members to become more involved in our organization. Our Ambassadors are essential to the vision, mission, and purpose of the Madison Area Chamber of Commerce. Ambassadors are members who have volunteered to serve as liaisons between the Chamber, its members, and the community. The Ambassador Program plays an essential role in member recruitment, communication, and retention. Each Ambassador is charged with conveying member needs, questions, and concerns to Chamber staff, connecting the Chamber with our members' needs, desires, and expectations. Our goal with the Ambassador Program is to ensure all new and existing members feel they are welcome and a part of the Madison community.

The Madison Area Chamber of Commerce

Purpose: To develop and lead the business community with one clear voice.

Mission: To provide the vision, support, and resources to develop business.

Vision: To champion our community and nurture an economic environment where business prospers.

Ambassador Program Mission and Goals:

The primary mission of the Madison Area Chamber of Commerce Ambassador Program is to serve as welcomers at various Chamber functions, as well as aid in the retention of existing members and recruitment of new members. The Ambassadors strive to positively represent the Chamber by exhibiting the highest degree of professionalism, knowledge, and integrity to our members and the business community.

For its overall goal, the Ambassadors embody continued personal membership interaction, continuous Chamber visibility, and overall positivity. To achieve this mission and goal, the Ambassadors participate in the following meetings, events, and activities:

- Ribbon Cuttings
- Ambassador Meetings
- Representation at Various Chamber Events
- New Member Visits/Calls/Emails
- Member Retention Visits/Calls/Emails
- Volunteering at Chamber Events
- Attending Additional Committee Meetings
- Participating in the Chamber's Welcoming Committee for New Businesses and Business Professionals
- Support in organizing / coordinating the Madison Young Professionals group (as needed)

Requirements & Responsibilities

How to become an Ambassador:

- Be a current member or employed by a member in good standing
- Have your employers approval to participate in the program
- Submit an Ambassador application and be approved. Applications are reviewed as needed by a committee consisting of the Ambassador Chair, one Board member, and one staff member
- Participate in the yearly Ambassador Orientation Meeting
- Always promote the Chamber in a positive manner
- Ambassadors may reapply to the Ambassador Program for additional terms (reevaluated every December)

Ambassador Responsibilities:

- Attend at least **70%** of all scheduled meetings (MACC Board / Ambassador meetings)
- Complete a minimum of **150** Chamber Service Points per quarter
- Regularly report your Chamber Service Points to Ambassador Staff liaison at each Ambassador Meeting
- Understand and be able to communicate Chamber membership benefits
- Facilitate communication between Chamber staff and Board of Directors with the Chamber's membership
- "Network" for fellow members by promoting their business and services
- Serve as a liaison between the Chamber and new members
- Represent your organization as well as the Chamber
- Attend Chamber events whenever possible and serve as a Chamber representative at these events and functions

Chamber Responsibilities to the Ambassadors:

- Training on the skills and information required to complete Ambassador Responsibilities
- Access to critical Chamber information needed to serve as an Ambassador
- Respond to Ambassador requests to followup with new, existing, and potential members
- Acceptance of feedback presented by Ambassadors
- Recognition for a job well done
- Award Ambassador of the Year
- Ambassador Spotlights
- Ongoing support
- Provide various networking opportunities for Ambassadors

Benefits of the Ambassador Program

The Ambassador Program is designed to benefit the Ambassador and their employer, the Chamber, and Chamber Members.

How the Program Benefits Ambassadors:

- Increased name and face recognition for individual and their business
- Increased networking opportunities, including but not limited to:
 - » Connecting one-on-one with new and existing members
 - » Gaining referral opportunities through other Ambassadors
 - » Volunteering at or attending various events on behalf of the Chamber (both Chamber events and Community events)
- Potential media coverage from attending Chamber events
- Opportunity to get insider's perspective of the local business community
- Opportunity to meet local business, community, and state leaders
- Opportunity to help and support the community
- Recognition via "Ambassador of the Year" and "Ambassador Spotlights"

How the Program Benefits the Chamber:

- Increased visibility within the community
- Better understanding of membership needs
- More involvement of existing Chamber Members
- Ability to manage events more effectively
- Increased recruitment opportunities
- Member retention

How the Program Benefits Chamber Members:

- Increased access to points of contact who can provide assistance and answer Chamber related questions
- Continuous Chamber communication
- Potential for increased referrals
- Members will feel more connected to the Chamber and its initiatives

Chamber Service Points

Ambassadors provide an essential service to the Chamber membership and staff. In appreciation for their work, Ambassadors are rewarded with recognition. Ambassadors who go above and beyond their annual Chamber Service Point requirements are also eligible for additional recognition and/or marketing for their business.

As an Ambassador, you have the opportunity to select which activities you want to complete to fulfill your Chamber Service Point requirements. The opportunities may vary from year to year, but can include the activities listed below.

Chamber Service Point Opportunities:

- Staff welcome/registration table at Chamber events
- Attend Ribbon Cutting Ceremonies
- Serve as a mentor for new Chamber members
- Delivering Chamber materials to members (new member packets, Guide to Madison publication, and/or any other requested Chamber information)
- Delivery, pickup, and/or setup of event items/supplies
- Serve as welcoming committee for new Chamber members and new business professionals
- Recruit new members and make retention calls to promote the growth of the Chamber
- Serve on one or more Chamber committees and attend their meetings
- Visit members (phone, email, in person) - non-monetary visit
- Member Retention Contact (phone or in person) - renewal request
- Introduce new members to other businesses you have contacts with
- Bring a guest (nonmember) to an event

Chamber Service Points

TASKS	POINTS PER TASK
New Member Letter, Call, Meeting	5
Attend Special Event Meeting	10
Attend Monthly Meeting	10
Attend a Committee Meeting	10
Bring a peer to a Chamber Event <i>(nonmember)</i>	10
Deliver Chamber Publication or Other Chamber Materials	10
Execute a Member Visit <i>(non-monetary)</i>	10
New Member Packet Delivery	10
Participate in Welcoming Committee <i>(Welcome a new business or a new business professional to the Madison Community)</i>	15
Successful Member Renewal from a Retention Visit	15
Attend a Chamber Networking Event	15
Attend a Ribbon Cutting/Grand Opening/Business Celebration Event	15
Assist with Young Professionals Programing and Planning	15
Attend a Major Chamber Event	20
Partner with Chamber on an event <i>(Sponsor an event, host an event, etc.)</i>	20
Volunteer for a Major Chamber Event	25
Successful New Chamber Member <i>(Getting a nonmember to join the Chamber)</i>	30

Ambassador Policies

Confidentiality:

Members of the Ambassador Program will likely have access to confidential and proprietary information related to the business of the Chamber, including specific economic development and other initiatives of the Chamber. Therefore, members of the Ambassador Program shall keep all such confidential and proprietary information in the strictest confidence and shall not, either during or after their service to the Madison Area Chamber of Commerce, disclose any such confidential and proprietary information until (i) such information becomes known or available to the general public, or (ii) such information is publicly disclosed by the Chamber (in each case without being disclosed or released by members of the Ambassador Program). For purposes of this Policy, confidential and proprietary information includes, but is not limited to, Chamber financial information, Chamber strategic plans, business and marketing plans, lists of Chamber members and prospects, and similar information.

Upon leaving the Ambassador Program, each Ambassador shall return to the Madison Area Chamber of Commerce, any and all property belonging to the organization.

Conflicts of Interest:

All members of the Ambassador Program should be scrupulous at all times in avoiding a real or potential conflict of interest with regard to the interests of the Chamber and its members. One of the key objectives of this Policy is to help recognize in advance circumstances that could be viewed as a real or potential conflicts of interest. It is not the objective of the Madison Area Chamber of Commerce to interfere with the separate business interests of members of the Ambassador Program.

Ambassador Terms and Renewal:

Each year in December, existing Ambassadors will be sent a form to complete and return renewing their commitment to serve the Madison Area Chamber as an Ambassador. Current and potential Ambassadors will be evaluated by the Ambassador Chair, Board Member liaison, and Chamber Staff before final approval. Shall there be any additional or modified requirements, rules, etc., they will be clearly stipulated on the renewal commitment form.

New Ambassadors may apply to the program at any time throughout the year. New Ambassador applications must be reviewed by the Ambassador Chair, Ambassador Board liaison, and Chamber staff personnel before being approved.

Ambassador Resignation:

An Ambassador may resign at any time. Resignation from the Madison Area Chamber Ambassador Program must be submitted to Chamber staff in writing or by email. Ambassadors who do not complete the minimum requirement of Chamber Service Points annually will not be considered for renewal and will be removed from the Ambassador roster.

Ambassador Termination:

Shall there be a need to terminate an Ambassador for not “exhibiting the highest degree of professionalism, knowledge and integrity to our members and the business community,” the President of the Chamber Board of Directors, the Board Member liaison, Chair of the Ambassadors, and the Executive Director will meet with the Ambassador to discuss other opportunities of service to the Chamber.

Committees

The Madison Area Chamber of Commerce leads several committees. Some of these committees exist as a public relations arm for the benefit of Chamber Members, others exist for event assistance.

Below is a list of committees which are open for Ambassador involvement.

- General Events**
- Community Engagement**
- Marketing & Promotion**
- Membership**
- Policy & Foundation**
- Ambassadors**
- Young Professionals**

2025 Chamber Staff & Board of Directors

Name	Company	Position	Phone	Email
Alex Helton	Madison Area Chamber	Executive Director	812-265-3135	director@madisonindiana.com
Ashley Wells	Madison Area Chamber	Office Manager	812-265-3135	info@madisonindiana.com
Jim Leveille (President)	Baird Private Wealth Management	Financial Advisor	812-756-1273	JLeveille@RWBaird.com
Michaela Heath (Vice-President)	Galena Garlic	Store Manager	812-431-5881	garlicmadison@gmail.com
Monica Nolan (Treasurer)	Steinhardt Enterprises	Partner	812-278-4043	mnolan@servpro11951.com
Natalie Green (Secretary)	SuperATV	Chemist	812-274-3274	natalie.green@superatv.com
RaeAne Pryor	West Sixth Law, LLP	Senior Associate	812-273-5230	raeanpryor@outlook.com
Amanda Harsin	Ivy Tech Community College	Chancellor	812-701-5039	aharsin1@ivytech.edu
Kim Taylor	Friendship State Bank	Manager	812-621-1489	foleyk44@yahoo.com
Robert Curtice	German American Bank	Financial Supervisor	812-273-4949 ext 6709	rcurtice23@gmail.com
Casey Heckler	Hanover College	VP of Student Life	812-866-6740	heckler@hanover.edu
Susan Cline	First Financial	Consumer Banker	812-2747-036	susan.cline@bankatfirst.com
Kelsey Shaw	FC Tucker/Scott Lynch Group	Realtor/Broker	812-265-3122	kelseymshaw10@gmail.com

2025 Ambassadors

Name	Company	Position	Phone	Email

