

## Ambassadors

**MISSION STATEMENT:** As Chamber Ambassadors, we represent an informed and active group of business leaders who serve as liaisons between the Citrus County Chamber of Commerce and our community. Our goal is to increase and retain members by active participation in our business community and chamber functions, programs and committees. We will maintain communication between our Board of Directors and our fellow Ambassadors and encourage attendance to all Chamber functions. We will continue to act as mentors to our new members to help our Chamber grow. We accept the commitment of positive leadership in our Chamber and will work as a team of goodwill Ambassadors to our community.

### Ambassador Criteria

Chamber Ambassadors are an informed group of motivated, enthusiastic and articulate businessmen and women who serve as the backbone of the Chamber's membership retention program. They represent the Chamber at many civic and social functions. Ambassadors must meet the following criteria:

- Chamber member in good standing
- Personable, positive attitude
- Excellent business reputation in community
- Knowledgeable of Chamber programs

### Ambassador Benefits

- Visibility at Chamber functions and on the Chamber website
- Eligibility for "Ambassadors of the Year" presented at the Chamber Annual Meeting
- Eligibility for "Ambassadors Spotlight" at the Monthly Ambassador Meeting
- Develop leadership image by enhancing relevant professional programs and networking opportunities
- Networking with a variety of business professionals
- Firsthand updates from the President of the Chamber and direct contact with decision-makers

### Goals & Objectives

- Provide ongoing membership contact to help promote retention and encourage member involvement
- Welcome and assist all Chamber members at meetings and / or events
- Visit new businesses and inform them of the benefits of becoming a Chamber member
- Promote Chamber membership peer to peer and complete application process

### Responsibilities / Expectations / Activities

- Monthly contact with an assigned number of long-term, new and "at risk" Chamber members
- Track and report contacts to Chamber staff each month using the "Contact Record"
- Promote participation and attendance at various Chamber events to assigned accounts
- Attend Chamber meetings and events (Business After Hours / Business Breakfast)
- Attend Monthly Ambassador Meeting (only 3 absences allowed / call Chamber office if not attending)
- Attend Chamber ribbon cuttings
- Attend Chamber news conferences
- Attend Chamber special events
- Nominate new members with application
- Distribute new member plaque, decal and directory to new members
- Assist the Chamber in various community image campaigns
- Assist with membership drives - both new and retention

Ambassador Chairs for each year are decided by Ambassadors; that consist of a Chairman, Co-Chair, Administrative, Activity Tracking, New Image, Special Events and several others.

### Ambassadors

Pete Burrell	Citrus County Chronicle
Jennifer Duca	Southern Security Title Serv.
Tricia Durham	Village Pest Management
Wendy Hall	HPH Hospice
Bonnie Hardiman	Associate member
Nancy Hautop	Superior Bank

David Heinz Heinz Funeral Home  
Rhonda Lestinsky Nature Coast Bank  
Janet Mayo Plantation Inn  
Betty Murphy Citrus Archives & Computers  
Dan Pushee Associate member  
James Segovia Capital City Bank  
Diane Smith SunTrust Bank  
Lillian Smith Mary Kay Cosmetics  
Frank Yetner Associate Member  
Sharon Malm New Concepts Hair Salon  
Sherri Brooks Inverness Florist  
Pete Reztko FDS Disposal  
Jeaninne Miller Affordable Cruises n More