

Chamber Ambassador Program

STRENGTHENING BUSINESS CONNECTIONS FOR THE LANCASTER CHAMBER

With more than 2,800 member companies representing nearly half of our County's workforce, The Chamber is proud to serve the needs of Lancaster County's diverse business community. Maintaining strong relationships with our investors and fostering a welcoming environment where they can make lasting business connections are key to retaining these valued members. With such a large and active membership, this is no small task and would not be possible without the active involvement and support of our Chamber Ambassador Program.

The Qualities of a Successful Ambassador.

The most essential function of an Ambassador is to represent The Chamber in a positive way. Therefore, a successful Ambassador will be positive, outgoing and professional. Further, Ambassadors play a critical role in attaining member feedback and, to this end, need to have good listening skills and be comfortable in initiating open, honest dialogue. A genuine appreciation and understanding of The Chamber's Mission, Vision and Core Strategies are also key to an Ambassador's success.

The Role of an Ambassador in Member Relations.

Encouraging investor involvement. Active involvement is a key indicator of membership satisfaction and retention, and Ambassadors play an important role in encouraging new and existing investors to get involved. To achieve this goal, Ambassadors will attend events to host new investors and help them make connections with their peers, while also increasing Chamber awareness and fostering goodwill among established investors. Being active in various Chamber programs provides Ambassadors a unique opportunity to build relationships with business associates they may not otherwise

have the opportunity to meet and gain recognition in The Chamber community.

Soliciting feedback and maintaining dialogue between investors and The Chamber. Ambassadors also play an important role in gaining valuable member feedback that is critical to our on-going success. Ambassadors are required to make a minimum number of investor contacts each month to gain insight on ways The Chamber can better serve its investors.

Referring prospective members, colleagues and friends. Ambassadors play an important role in helping The Chamber's membership department recruit prospective members. Ambassadors are encouraged to share with our membership department the names of companies that opened up in their region and the names of their colleagues and friends who are not currently investing in The Chamber. This will not only help expand our membership base, but bring us one step closer to building the County into a model of prosperity.

The Benefits of The Chamber Ambassador Program to Investors.

Members are encouraged to take advantage of the services provided by The Chamber's Ambassador Program. Ambassadors are available to host investors looking to get more involved at events, collect feedback on Chamber membership or provide information on getting involved. If you'd like to be contacted by a Chamber Ambassador, contact Beth Gerber, membership director, at (717) 397-3531 or bgerber@lcci.com.

Interested in becoming a Chamber Ambassador?

To become a Chamber Ambassador, contact Beth Gerber, membership director, at (717) 397-3531 or bgerber@lcci.com.



Pictured (from left to right): Bryan Coe, president of Blackbird e-Solutions and Jen Strobel, owner of Superior Wash.

Chamber Investment Pays Dividends to Three Members

New Member Reception facilitates connections

Making connections and building business relationships have always been important benefits of Chamber investment. With "Connect" as one of our new core strategies, The Chamber's commitment to creating and expanding these opportunities is stronger than ever.

The January New Member Reception paid big dividends for three Chamber investors who established ongoing business relationships. Jen Strobel, owner of Superior Wash, found a service she knew she needed, as well as a new client; Bryan Coe, president of Blackbird e-Solutions, found a client; and Justin Warren, general manager of Frontier Communications, found a way to keep his fleet sparkling with one of his existing clients.

Innovation Meets Business Need

When Strobel, a long-time Chamber member and Ambassador, heard Coe introduce his business, she realized his Web site optimization service could boost her Internet presence and help expand her business. "We already had a good site, but I knew we needed more for potential clients to find us," commented Strobel. Coe said, "Had I not attended the reception, I would not have met Jen. We started talking

there and a few weeks later she called and we began to work together."

Connecting Business to Business

A further conversation at that Reception between Strobel and Warren led Warren to become a customer of Superior Wash. Though Frontier Communications has been a Chamber member for many years, Warren attended the information session as a way to learn more about expanding his involvement. He was pleased to meet Jen and said, "We had a need for a fleet service, and we are always happy to do business with our own clients. Jen made it very easy. It's mutually beneficial, and it's been a pleasure." Strobel said when Warren learned her business would come to his location to wash his trucks he signed up, happy with the convenience.

Strobel said, "When I left the reception I felt like I was in hog heaven. It was really a win-win situation."

For these three members, the connections made possible through The Chamber have been valuable in creating positive business relationships and shared experiences. To expand your own network of support, visit www.lancasterchamber.com and use the member directory to find members who may have a service you can use or check out the events calendar for activities that will connect you with networking opportunities.

If you have established business relationships or partnerships, and/or realized a business success as a result of your involvement with The Chamber, we would love to hear from you! Please contact The Chamber's Communications Department at media@lcci.com with your story.