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# **AMBASSADORS' RIGHTS, DUTIES & RESPONSIBILITIES**

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## Overview

INC Ambassadors are appointed by the INC Board of Directors at the General INC Assembly. Ambassadors' appointments are generally geographically oriented in order that the INC has representation in a country by an INC member with good standing and wide knowledge of the nut and dried fruit industries.

It is the objective of the INC to have at least one Ambassador in each country where there are members of the INC.

In order for the Ambassadors to effectively serve the INC and the nut and dried fruit industries in their region it is considered necessary to define the role of the Ambassador and outline the rights and responsibilities of the position.



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## **Role of the Ambassador**

The INC Ambassador is the local representative of the International Nut and Dried Fruit Council, and its subsidiary organizations and committees, in his/her country.

It is considered that the Ambassador should be a first point of contact with the INC for non-members, bureaucrats, politicians, health professionals, the media and interested corporate executives. As such, the Ambassador should be well versed in the objectives and activities of the INC in order to be instrumental in referring people on to the relevant Board Member or sub-committee chairman.

The names of all Ambassadors should be as widely publicised as possible with all their relevant contact details.

## **Rights & Responsibilities of the Ambassador**

The following is not intended to be a definitive statement of the responsibilities of the Ambassador which might limit him/her in the scope of activities they may encounter, but rather an outline of the kind of activities for which the Ambassador could have responsibility on behalf of the INC.

### **A) Membership**

The Ambassador should actively seek new members to join the INC from his/her region and to report about it to the INC Secretariat.

The Ambassador should act as the “membership monitor” and make contact with members who have ceased to be actively involved in the INC, in order to determine the cause of their non-involvement.

The Ambassador, in the capacity as “membership monitor”, is responsible for maintaining updates and changes with regard to membership (ie. ensuring changes of address, changes of position or changes of company are relayed to the INC Secretariat)

The Ambassador is in charge of screening the distribution list for The Cracker in his/her region to ensure unwanted or unnecessary issues are eliminated.

## **B) Conference Participation**

The Ambassador is responsible for seeking out and meeting with new members and first time attendees to the conference to ensure they are made welcome and are introduced to the members of the Board of Directors.

The Ambassador should be clearly identified at INC conferences as Ambassador and for which region/country. In conjunction, it is considered beneficial to clearly identify new members and first time attendees on their name badges at conferences.

## **C) Public Public Relations Initiation and Co-ordination**

The Ambassador plays a key role in promoting the mission of the INC and its various activities.

The Ambassador should seek opportunities to initiate conferences, seminars, etc. in the region that may assist in raising the awareness of nuts and dried fruits in the community.

The Ambassador should keep a watchful eye on media events in their regions to look for opportunities to publicise the INC, put the INC point of view or correct a misconception or erroneous press message.

The Ambassador will be provided with an informative kit on nuts and dried fruits and the INC activities, to be distributed to interested parties.

The Ambassador should be involved in the local co-ordination of events leading up to a nutritional symposium or nut and dried fruit promotional activity in his/her region, along with the delegated committee member in charge of the event.

#### **D) Suggestion of new and/or additional Ambassadors**

The Ambassador is instrumental in suggesting persons to become new or additional INC Ambassadors, since the Ambassador is probably already a locally recognised figure in his/her industry.

#### **E) Ambassador Interaction**

Ambassadors will meet once a year within the frame of the INC annual congress.

Ambassadors are requested to send through the Secretariat, a regular Ambassadors Review (perhaps quarterly) in the form of a newsletter explaining activities in which they have been engaged over the past few months and to send it to the Secretariat two months before their Annual meeting.