



UPPER VALLEY
Business Alliance

B
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A **Business
Success
Advocates**

Handbook 2025

Welcome Business Success Advocates!

Your participation in and support of this program of the Upper Valley Business Alliance is both welcoming and rewarding. Business Success Advocates are vital to member engagement, and ultimately, business success. We appreciate your commitment and dedication to both UVBA members and the Upper Valley business community. Attributes of a Business Success Advocate (BSA) include the following:

- Exhibit the goals and ideals of the Upper Valley Business Alliance
- Protect the integrity of the mission of the Upper Valley Business Alliance
- Generate excitement, enthusiasm, a sense of camaraderie, and support for the community at civic, community, and UVBA events
- Act as a mentor to new UVBA Members
- Promote member engagement and business success to all UVBA members

Members receive special attention from **Business Success Advocates** through phone calls, personal visits, and emails. The business community, in return, benefits from a stronger and healthier Alliance with strong base of sustaining members. All of this enables the Upper Valley Business Alliance to stay focused on the issues that positively impact our community's growth. This program also provides exposure to those companies and individuals who represent service as a **Business Success Advocate**. These opportunities include learning firsthand about the Upper Valley business community and gaining access to a vast array of new and existing businesses.

Business Success Advocates are expected to participate in a variety of UVBA functions and events. They are the relationship builders with new and existing UVBA members. They work towards "adopting" members, inviting them to UVBA related events, pursuing inactive UVBA members and those who may not be renewing their membership to find out how UVBA can do a better job of serving their business.

Business Success Advocates Mission Statement:

The Mission of the Business Success Advocate Team is to act as a liaison between the Upper Valley Business Alliance and its members by ensuring all UVBA Members take advantage of their membership benefits and learn how to stay engaged and up to date with all programs the UVBA has to offer, thus enabling businesses to prosper.

With that in mind, it is important that our **Business Success Advocates** know the **Mission of the Upper Valley Business Alliance**: To invigorate the economic health of the areas we serve, while contributing to the well-being of the Upper Valley.

The Upper Valley Business Alliance serves to support and create resources for workforce, economic development, cultural, and community betterment initiatives in the Upper Valley region of New Hampshire and Vermont. We are a regional chamber of commerce representing over 30,000 employees of over 500 local businesses and organizations throughout the Upper Valley as well as a population of 70,000 residents.

The logo features the letters 'B', 'S', and 'A' in a stylized, overlapping arrangement. The 'B' is blue, the 'S' is purple, and the 'A' is green. To the right of these letters, the words 'Business', 'Success', and 'Advocates' are stacked vertically in a white, sans-serif font against a red background.

Business Success Advocates

Operating Principals

- The Upper Valley Business Alliance represents businesses and organizations located throughout the Upper Valley. Our mission is to serve as an advocate for our members large and small with local and state government and promote and seize opportunities to better the economic climate in our region.
- Address regional issues by partnering with other organizations and Government agencies at local, regional and state levels.
- Support Environmental Stewardship by nurturing business and community relationships focused on sustainability initiatives, engaging in civic dialogue, and incorporating environmental stewardship as a critical ingredient in the community's enduring economic health.
- Support and foster a culture of inclusiveness and diversity for all residents of the Upper Valley. We recognize that without diversity, equity and inclusion, we limit our talent, resources, and the business opportunities.

Benefits of Being a Business Success Advocate

Business Success Advocates should find their volunteer experience rewarding because of the opportunity to celebrate business growth in the Upper Valley, support the UVBA with their time, and expand their business potential through networking. During your tenure as a Business Success Advocate, you will experience the following return on your investment of time:

- Greater visibility for your business
- Opportunities to interact with new businesses in the Upper Valley community
- Greater opportunity for direct input to the UVBA
- Exclusive opportunities and priority invitations to community activities and events
- Relay information regarding legislation that impacts UVBA members, under direction of the UVBA
- Lasting business relationships and friendships
- Leadership and volunteer opportunities within the UVBA and community

Eligibility

Any individual wanting to promote the UVBA as a Business Success Advocate must be a member, or an employee/representative of a member in good standing with the Upper Valley Business Alliance, whose dues are paid and up to date.

Please note: Our recommendation is that an individual be a member of the UVBA for one full year prior to being eligible to be a Business Success Advocate. However, this guideline can be revisited depending on the individual's commitment of time and interest.

Each interested individual will be asked to view the handbook, fill out an application, and submit it to the Member Relations Coordinator.

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After a review of the application and an interview process, the Member Relations Coordinator will decide which Business Success Advocate team the successful applicant will be placed on: Team Mentor or Team Tenure. Once decided, you will receive your Business Success Advocate Name Badge at a Coffee & Connections event.

Business Success Advocate Probation Period (90 Days)

- Complete all assigned Engagement contacts each month
- Attend three Business Success Advocate monthly meetings within your 90 day probationary period
- Attend one VIP Coffee within 90 day probationary period
- Download Mobile App
- Communicate ideas, concerns, feedback, milestones with Member Relations Coordinator

Business Success Advocate Teams: Team Mentor & Team Tenure

Team Mentor

The Mission of **Team Mentor Advocate** is to bring UVBA information to the new Member so they do not have to find it themselves. This includes member benefits information, networking and educational events reminders, and overall encouragement.

This is a one year commitment to the new member, although the goal is to form a networking partnership that will last for years to come, whether it be with the UVBA or on a personal business platform.

A Team Mentor Advocate is to reach out to their assigned UVBA Member a mandatory time of at least once a month. If there are events or business issues that pertain to your Member, your goal is to communicate the information to them. Some months, you might have one touch. Other months, you might find yourself reaching out to them more times, depending on the events and necessary information they will benefit from.

Overview:

- Focus: Month 2 - Month 12
- Form one-on-one relationship with assigned UVBA Member whose business/skillset compliments yours
- Invite UVBA Member to events, networking opportunities, and workshops
- Communicate via text, email, phone (or which agreed upon form of communication) on a mandatory monthly (followed by an as needed) basis
- Inform of business or advocacy issues that are relevant to your UVBA Member
- Remind businesses of UVBA perks

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In Addition, Team Mentor Business Success Advocates are to::

- Attend Business Success Advocate monthly meetings
- Have an open line of communication with new businesses; be available to new UVBA members who have not been assigned to
- Support other Business Success Advocates
- Follow business etiquette
- May be asked to participate as a volunteer for Upper Valley Business Alliance programs and events

Team Tenure

The Mission of **Team Tenure Advocate** is to remind existing businesses of their value to the Upper Valley Business Alliance.

The role of a Team Tenure Business Success Advocate is to engage with the 400+ UVBA Businesses who have chosen to renew after year one to ask how their UVBA membership is working for them, update their data, and continue to keep them engaged with the Upper Valley Business Alliance.

Overview:

- Focus: Year 2 - Year 200
- Quarterly Communication with existing UVBA Members via phone or site visits
- Remind UVBA Members of Member Benefits
- Invite UVBA Members to events
- Attend Networking Events, engage with UVBA Members at each event
- Support Team Mentor Business Success Advocates
- Inform of business/advocacy issues that are relevant to UVBA Members
- Remind UVBA Members/Businesses of Sponsorship Opportunities

In addition, Team Tenure Advocates are to:

- Attend Business Success Advocate monthly meetings
- Have an open line of communication with new businesses
- Support other Business Success Advocates
- Follow business etiquette
- May be asked to participate as a volunteer for Upper Valley Business Alliance programs and events

Are you interested in being a Business Success Advocate? Apply today!

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