

AMBIT MILLIONAIRE CLUB

THE AMC COAT OF ARMS: SYMBOLISM AND SIGNIFICANCE

THE SYMBOL for the Ambit Millionaire Club is a traditional coat of arms, which in itself denotes the exclusivity of the group. In keeping with genuine coats of arms, the symbols used therein are not arbitrary, but signify important aspects of this elite group and qualities required to attain membership.

The basic structure of the coat of arms derives its traditional beginnings as personal symbols of English kings' trusted knights.

When taking his place at the table, the knight first hung his **escutcheon**, or shield, on a peg at the top of the chairback. The escutcheon bore symbols of personal significance to the knight. He then placed his **helmet** atop the shield and then draped his **cloak**, or mantle, over the shield. The more tears and tatters in a knight's cloak signified a greater degree of bravery and daring. Finally, a **banner** below carried the knight's name. At the top of the helmet was the **crest**, which was a motto or symbol specific to the knight.

In our coat of arms, the escutcheon is divided into four parts. In the first quadrant, a **chalice** is both a symbol of success and faith; it is a receptacle of spiritual forces.

In the second quadrant, **koi**, or wild carp, are considered the most spirited fish, and symbolize courage, strength and perseverance toward success.

This design pairs the fish in a form of yin and yang, emblematic of the need for balance in one's life.

In the third quadrant, the **armored arm** signifies both an industrious person and a person fit for high deeds.

In the fourth quadrant, a **sheaf of wheat** is depicted, symbolic of plentifulness and achievement of hope.

The inescutcheon, or small shield set in the center of the escutcheon, displays **the symbol of Ambit Energy - the spark**. Each ray seems to grow and expand, while sharing a connection and radiating further together.

The banner beneath bears the **monogram** of the club, while the crest, surmounting the helmet, depicts a **radiant rising sun**. The sun signifies glory, splendor and authority, as well as integrity: invoking the sun was seen as invoking the truth. The sun also symbolizes energy, which is both a quality of the successful Ambity Energy Consultant, and also the commodity by which the consultant achieves his success.

