



## NEWS RELEASE

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### **2022 Small Business Champion is Bow & Arrow Brewing, to be Awarded Nov. 17 by AREA**

*The 505 Awards recognize outstanding leadership in economic development in the region, to be awarded at the Nov. 17 AREA Annual Dinner at Sandia Resort*

**Albuquerque, NM** – Albuquerque Regional Economic Alliance has announced the honorees for the fourth annual 505 Awards, which recognize organizations and individuals that are making exceptional contributions to economic growth and prosperity in the greater Albuquerque region, resulting in improvements to its overall economic strength and competitive position.

The Small Business Champion Award recognizes a small business (100 employees or less) that is creating an environment focusing on collaboration, innovation and hard work, consistently demonstrating a commitment to its employees, clients and Albuquerque.

**Bow and Arrow Brewing, the 2022 award recipient, is a tremendous story of vision, impact, and New Mexico pride at its best.** Owned by Native American women, this brewery is a celebration of their cultures and the American Southwest. Founded by Shyla Sheppard - A SOCIAL IMPACT investor and member of the Three Affiliated Tribes — and her wife and business partner, Missy Begay — a physician, expert in wild desert botanicals, and member of the Navajo Nation, they are ambitious in producing a breadth of styles, including IPAs, Saisons, Pilsners, Stouts, Mixed Culture and often source ingredients uniquely indigenous to the surrounding high desert mountains, mesas and special places. Their love of the land is reflected in the ingredients they source, the beer they brew and the values they share. Respecting the land and people, sharing their culture through ingredients, design and stories, while delivering a world-class beer experience is their focus.

“We are honored to accept the Small Business Champion Award. While the last few years have been challenging, we’ve not only survived, but thrived and have been creative in finding ways to give back,” says Shyla Sheppard. “We’re excited to announce the second year of the National Native Land Collaboration we launched last year and have raised almost \$90k to date. With proceeds being committed to donate to Native non-profits, this is more than just an acknowledgement of the Native Land we live and brew on. Importantly, it creates awareness that Native Americans are not only an important part of this country’s history, we are still here, and generates resources for Native organizations dedicated to strengthening connections for Native people to their ancestral lands and rich agricultural histories.”



This year's Community Leadership Award is sponsored by Nusenda. "Nusenda is proud to sponsor this year's 505 Awards, and we are honored to present the Small Business Champion Award to Shyla Sheppard and Missy Begay, and their team at Bow and Arrow Brewing," said Michelle Dearholt, Nusenda Credit Union's Executive Vice President of Operations. "The work done by Shyla and Missy in their communities not only creates positive change, but also honors their cultural heritage in a meaningful way."

The awards will be bestowed in person at AREA's signature event, the Annual Dinner and 505 Awards which will take place November 17 from 5 – 9 p.m. at Sandia Resort. This year's theme is "Taking Flight" – a nod to the significant industry presence and opportunity for the region in aerospace and defense but also a recognition that AREA's strategic plan and shift to a more regionally inclusive approach to economic development is taking flight and gaining momentum as well.

To attend the 2022 Annual Dinner and 505 Awards, where honorees will be recognized, or for more information on awards categories, eligibility requirements or judging criteria, visit [www.abq.org/505Awards/](http://www.abq.org/505Awards/).

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### **About AREA**

The Albuquerque Regional Economic Alliance is a private, nonprofit organization whose mission is leads and executes strategies designed to grow and diversify the economic base of the greater Albuquerque region, creating a prosperous, diverse and inclusive economy and elevating the standard of living for all. AREA provides confidential assistance to businesses considering the area for expansion and new investment. Since its creation in 1960, AREA has recruited more than 250 companies and more than 35,000 jobs to the Albuquerque metro area. AREA also provides retention and expansion assistance to existing industry. For more information, visit [ABQ.org](http://ABQ.org).

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