



AMBASSADOR Program

The Albuquerque Regional Economic Alliance (AREA) Ambassadors are a highly visible, prestigious group of volunteers who help champion and support the mission and strategic vision for overall growth in our region. Because economic development cuts across every industry and impacts the economic security of our community, AREA has developed the Building a Regional Economy training series.

The AREA Ambassador program connects participants with industry experts and business leaders across all facets of the economic landscape in the greater Albuquerque region.

Leveraging case studies, examining best practices, and hearing from local and national experts, the program pairs data with discussion around issues, opportunities, and plans for our continuous growth and economic future.



How do you qualify to be an Ambassador?



Be employed by an AREA investor company or partner



Sign up to participate in the program & join the Facebook page



Attend educational programs & events and help promote our region!

SIGN UP TO BE AN AMBASSADOR at
abq.org/ambassadors/

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What is the **ROLE** of an Ambassador?

- to **PROMOTE** the region through an economic lens
- to **RAISE AWARENESS** about the work of AREA with the community
- to **VOLUNTEER** at AREA programs and events
- to **FACILITATE AND PARICIPATE IN** evaluation tours for prospective clients and welcome receptions for new locates in the region

In addition, Ambassadors will gain valuable insight into the current economic state of the region and the efforts to attract and retain companies, catalyze place-based economic growth, and support local talent. Receive invitations to special events and behind-the-scenes tours. Make a personal difference in the region's economic vitality and prosperity.

What is a **CERTIFIED** Ambassador?

Certified Ambassadors are representatives of AREA investors who have taken the initiative to immerse themselves in learning the concrete knowledge that supports our community and who regularly and proactively work to disseminate this knowledge.

How are Ambassadors Selected?

Applicants are selected through an application process. Qualified participants will be selected based on their commitment to the AREA mission and goals. Ambassadors must represent companies and organizations that are current and up to date contributors of Albuquerque Regional Economic Alliance.

How are Ambassadors Organized?

The committee will consist of 25 members and the group will select a Chair/Vice Chair. The majority of meetings will be in person, with zoom catch up if needed.

Ambassador Recognition & Leadership Opportunities:



Attendees at 3 or more AREA events during the year will be recognized as Ambassadors at AREA's Town Hall and Board Retreat in June



Serve as a Chair or Vice Chair of the Ambassadors Steering Committee, and have influence and impact on priorities and training content!

**CHECK OUT UPCOMING AREA PROGRAMS &
EVENTS AT [ABQ.ORG/EVENTS](https://abq.org/events)**