

October 2014 Ambassador's Corner

by Rich Couture



One of the most noticeable items on our Ambassador uniforms are the pins we wear. We typically receive pins from different functions we attend. For example, the New Mexico Legislative Reception held in Santa Fe, which offers a great opportunity to meet other Chambers of Commerce and businesses across the state, will offer pins promote their area.

I'm impressed with how many pins some of our Alamogordo Ambassadors have earned but thought we could take it to another level. This is when I thought of create a program where Ambassadors do a little more to earn a souvenir. Enter the Ambassador Pin-Badge Program! This is a program where an Ambassador will complete tasks and speak about lessons learned regarding an Alamogordo tourist/historical site.

My goal behind the project is to increase each Ambassador's knowledge about the area we call home and to promote our tourist sites. So next time you see an Ambassador with a Pin-Badge feel free to ask them what they learned...we would love to tell you and be ready to hear about additional pin-badges in the future!

Special thanks go out to all who attended the 2014 Pancake Breakfast during the Cottonwood Festival, we earned \$2,707.59!

We would like to congratulate our Jr. Ambassadors, who received a proclamation from Mayor Susie Galea declared August 26, 2014 as Junior Ambassador Day!

Until next time, whether it is a ribbon-cutting, Business After Hours or Food And Networking Club (FAN), we'll see everyone at upcoming Chamber events. Take care!