

# Business Retention and Expansion International: Ambassador Program



**BUSINESS RETENTION &  
EXPANSION INTERNATIONAL**

# About BREI

BREI is the leading professional association for business retention and expansion, a fundamental strategy for economic sustainability and growth. We represent professionals in the economic development field from across the globe in order to educate, train, and promote best practices for increasing economic activity and growth in both urban and rural areas.

## Why Join?

Joining BREI will open the door to numerous opportunities to learn and excel in business retention and expansion, including:

- Professional in-person trainings and workshops
- Monthly webinars
- Online communities for sharing and accessing BRE resources and tools
- Low cost: Dues begin at only \$100 per year  
...and much more!



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# What is Business Retention and Expansion?

A program designed to strengthen the connection between companies and the community while encouraging each business to continue to grow in the community. Through direct interactions, events, and research, the program seeks to gain insight into business practices, planned future actions, as well as the challenges of targeted companies. Then, to turn this “business intelligence” into value added services, programs, and/or products that address individual and shared company opportunities and problems.



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# What is a BREI Ambassador?

A BREI Ambassador is an active, dues-paying member of the organization with a vested interest in business retention and expansion that serves as a direct contact for BREI in a region.

# What does an Ambassador do?

An Ambassador represents a state or province by serving 3-year terms with no limit on amount of consecutive terms with duties including:

- Assisting with recruitment of members
- Facilitation of local needs or questions
- Development of local BREI-related activities



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# Requirements

- Active member of BREI
- Must be BREC or BREP certified
- Or, must be dedicated to attaining BREC or BREP certification within 1 year

BREI Ambassadors represent the organization at the local level and help bridge connections to non members, local economic development organizations, and possible partner events. Ambassadors serve as the eyes and ears of the association and help to connection leadership and staff to opportunities as they are made available.



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# How to become an Ambassador?

If you meet the requirements, contact Ryan Kelly at 601.602.8074 or [ryan.Kelly@brei.org](mailto:ryan.Kelly@brei.org) to discuss how to establish an ambassador in your area



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