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Robyne Beaubien becomes NM's first National Trust MainStreet Professional

SANTA FE, NM – Robyne Beaubien, from Clovis is New Mexico's first National Trust Main Street professionally certified Executive Director in the 24-year history of the program. "There are only several hundred Nationally Certified Managers in the country," stated New Mexico MainStreet Director Richard Williams.

Application to the National Certification Institute in Washington D.C. is a rigorous process of testing and writing. Many apply, few are accepted annually. To qualify for the professional development program, the local Manager must have two years experience with a New Mexico MainStreet program, completed state training and development in the MainStreet Four Point Approach™, and their local organization must be in "good standing" with the New Mexico MainStreet Program.

The National Main Street Program requires training over a two-year period with a period of residence in Washington D.C. at the Institute for one week each year. "I made some great friends among my 17 colleagues from around the country these past two years," said Beaubien.

The professional development at the National Institute provides for knowledge and skill development in non-profit management, community economic development and building expertise in Design, Economic Positioning, Organizational Development and Marketing.

Fred Mondragón, Economic Development Cabinet Secretary praised Beaubien. "It is a major testimony to you in completing a professional goal that enriches not only your own credentials and credibility as a community economic development specialist, but contributes to your ability to provide high-quality leadership to Clovis' downtown revitalization efforts and the state's drive to strengthen New Mexico's downtowns."

Ms. Beaubien will graduate during the National Trust Main Street Conference in Chicago in early March with 1800 of her peers witnessing the ceremony.

The New Mexico MainStreet Program is affiliated and accredited by the National Trust Main Street Center along with 42 other state Main Street Programs. New Mexico's Program currently has 21 local community affiliates and four "Start Up" programs. The state program provides technical resources and services for historic and traditional downtowns to revitalize their local economies.

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