

## Amber Scarborough



### **Region 36 Public Image Team Advisor & District 5870 Central Texas District PI Chair**

Amber Scarborough moved from Lubbock to Austin in 2007 to start her career as an Investment Advisor and joined The Rotary Club of South Austin shortly thereafter. She is a Past President, a Paul Harris Fellow, and a Roll of Fame Recipient.

Amber's experience in marketing has come from running her independent firm and having to learn several of these things "on the job." She will self-proclaim that "I did not start with a specialty in public image or marketing, but give me a day to work on a task and I'll figure it out!"

She found her "lane" in Public Image when she was asked to join the District PI team after making some fun I-Movies, which her son taught her to make in order to promote District Events. She hopes to inspire other Rotarians to not be afraid of new tools and technology and just jump right in till they figure it out, "The learning happens when you just start playing around with it."

She has served on the District 5870 Central Texas Public Image team since 2013 and in 2020 was asked to serve as an Assistant Rotary Public Image Coordinator (ARPIC) for Zones 25b and 29 after fulfilling her 3-year commitment as an ARPIC she now serves as the Region 36 Public Image Team Advisor.

Rotary has also provided Amber with the opportunity to serve for 3 years as the District RYLA Camp Director. In addition, Amber and her family have hosted 3 amazing Rotary Exchange kiddos over the years. She loves getting to share with anyone who will listen about the life-changing opportunities that Rotary provides!