

Coordinator & Editor:

Laurie Guthrie Hayes

Email: laurie.guthrie@fredericton.caWebsite: www.fredericton.ca

Phone: 460-2942

Fall 2009**MARK YOUR CALENDARS!****Ambassador Awards – November 9th**

His Worship Mayor Brad Woodside & Members of City Council are pleased to invite you to a reception to celebrate the City's Business Ambassadors, and to recognize a 'Business Ambassador of the Year'! It will be held on **Monday, November 9th at 5pm at City Hall Council Chamber**. There will be hors d'oeuvres, refreshments, and the City will also be debuting its updated promotional video! You can register by visiting the "Economic Development" section at www.fredericton.ca – click "Ambassadors".

Consideration for the 'Business Ambassador of the Year' Award is based on lead generation, investment attraction and distribution of promotional tools.

Prizes and sponsors include:

- BlackBerry Storm-TELUS (value: \$600)
- 4 Rounds of Golf 18-hole Signature Course & 4 Mth Fitness Pass (value: \$560)-Kingswood
- Robert Simmonds Gift Certificate(value: \$100)

Keep us apprised of your activities – eligibility for the 2009 Award closes October 23rd.

Ambassador Training Online

We have expanded the online tools to now include a training video at www.fredericton.ca -- see the "Economic Development" section then "Ambassadors".

CD/Video & Virtual Relocation Kit

The updated business card CD, including promotional video, will feature a virtual relocation kit to support our green efforts. All of the information is now readily available online too.

Convention Centre Update

As cranes grace the skyline of downtown Fredericton, and tons of concrete are poured, the new convention centre starts to take shape – in addition to the adjacent office building and parking facility. The new centre will give Fredericton a sharper edge in the convention market, creating capacity to host 1,000 people for seated events and 1,500 for receptions, and enabling Fredericton to compete in national and regional markets against other Atlantic Canadian cities. The centre is slated to open in December 2010.

Remember if you belong to an association and travel to conferences – bring your conference home! Fredericton Tourism is ready to assist you with preparation of your conference bid to host in Fredericton!

Highlights to Tout During Your Meetings/Travels

- "One of the World's Top 7 Intelligent Communities" 2009/2008 (*Intelligent Community Forum*)
- "One of Canada's Best Places to Live" 2009/2008/2007 (*MoneySense*)
- "Cultural Capital of Canada" 2009 (*Government of Canada*)
- "Top Five Renovator-Friendly Cities in Canada" 2009 (*Canadian Contractor Magazine*)
- "Fourth Best City for Families in Canada" 2009 (*Who's Your City – Richard Florida*)

Expanding Our Team!

The City has expanded its roster to 263 ambassadors in 2009. We thank you all for continuing to promote Fredericton during your meetings and travels!

June 25th Public Session & Sept 2nd Make-up Session

**Ambassador Profile****Dorothy Saunders (deceased)**

Fredericton Ambassador, Dorothy Saunders, passed this year, and we wanted to take a moment to recognize her efforts. Dorothy actively gave out our promo CDs during her travels with the Canadian Rotary Exchange and while vacationing across Canada. She was so proud to be an ambassador that she actually had her own ambassador business cards printed! May we remember her for her dedication and commitment in promoting our fine city!

Remember that we have the tools to assist with your client interactions, plus everything is readily available online! See the "Economic Development" section at: www.fredericton.ca