

**Coordinator & Editor:**

Laurie Guthrie Hayes

Email: [info@teamfredericton.com](mailto:info@teamfredericton.com)Website: [www.teamfredericton.com](http://www.teamfredericton.com)

Phone: 460-2942

## SPRING 2008

### Ambassador Training Now Online & New Face - Team Fredericton Website

Team Fredericton's website, [www.teamfredericton.com](http://www.teamfredericton.com), has a new face! The site has been updated and refreshed in keeping with the city's new corporate image, and content management system.

One of the great features of the site is that you can now take ambassador training online. We encourage you to direct your friends and colleagues to the site.

### Business Outreach Training

Last summer, Team Fredericton launched a business outreach component to the program – designed for larger businesses, targeting audiences of 10 plus people. Essentially, Team Fredericton is prepared to take the show on the road so-to-speak, and come to you! If you have staff, who travel frequently and meet with clients – either here or away - they would ideally benefit from this customized training program. Call us today to book your session

### Ambassadors Roll-out ECMA Welcome Mat

The Capital City successfully hosted the 20<sup>th</sup> anniversary East Coast Music Awards, and our Ambassadors were eager to help extend a warm Maritime welcome. We had a number of ambassadors respond to the volunteer call for help, and we thank you!!!

### Convention Centre Update

A component of the Ambassador Program is to help bring conferences and events to the city in relation to associations in which you belong. We are pleased to update that the city will break ground in June on the new convention centre, adjacent to the Playhouse. The facility will be able to accommodate 1,000 people for seated events, and 1,500 for stand-up events. As part of overall development of the east-end, there will also be a new 750 space parking garage; a new office complex, which will be primarily leased by the province; and a private sector initiative (a call for expressions of interest has been issued on the latter).

**Remember that we have the tools to assist with your client interactions, plus everything is now readily available online!**

[www.teamfredericton.com](http://www.teamfredericton.com)

### World's Top 7 Intelligent Communities!

You can add yet another accolade to your tool-kit, as Fredericton has been recognized as one of the "World's Top 7 Intelligent Communities" by Intelligent Community Forum of New York. To learn more, see the "News" section of our website. Be sure to check out details on our **World Class Smarts Challenge** at: <http://www.teamfredericton.com/en/Top7WordClassSmarts.asp> You can win free ultimate passes to the Harvest Jazz & Blues Festival!



### Runway Business Park Network

In addition to promoting Fredericton as a great place to do business, you can now brag that we have the largest business park in the Maritime Provinces! As part of the City's efforts to re-package the 18 km commercial corridor stretching from the east-end to the west-end of the city, various signage has been erected to mark the Runway nodes: airport and aerospace & defence park; industrial and business parks; uptown commercial district; and research & knowledge-based district. The Runway has been prominently featured in our business card CD promotional video, on the website where you can also access a pdf version of the new print brochure, and in various print and billboards ads. The City will also be undertaking extensive landscaping this year to complete the aesthetics of the corridor.

### Ambassador Profile

David Lee, local entrepreneur & international businessman, epitomizes the word "ambassador". Through his business, the Atlantic Learning Institute and the Korean Cultural Association NB, David actively promotes Fredericton during his meetings and travels, and has held over 25 seminars in Korean for prospective immigrants, international students and families interested in Fredericton and NB. David has made use of Team Fredericton's business card CDs during his business trips by distributing them and displaying the CD's promotional video to tell the Fredericton story. An immigrant himself, he is passionate about his work and the community, which he now calls home. Congratulations David on a job well done!