

Fredericton Business AMBASSADOR News

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***Wishing you and your family
all the best during the
holiday season!***

Fredericton Business AMBASSADOR AWARDS



Pictured left to right: (front row) Anne Baldaro, Marriott; John van Trijp, Fredericton Business Ambassador of the Year; Kevin Johnston, Kingswood; (back row) Adam Peabody, 2nd Runner-up; Laurie Guthrie, Program Founder & Coordinator; Councillor Dan Keenan; Don Demmings, 3rd Runner-up; Doug Motty, Enterprise Fredericton; David Innes, Fredericton International Airport; Chris Pitman, 1st Runner-up

John van Trijp was named the **'2011 Ambassador of the Year'** during the annual Fredericton Business Ambassador Awards reception held on November 23rd at City Hall. Mr. van Trijp won the award based on numerous efforts. He delivered a lead, which resulted in Fredericton's participation in the national i-Canada movement, geared towards raising Canada's profile globally as an 'intelligent nation'. Under the Chairmanship of Premier David Alward, Mayor Woodside has been asked to serve on the i-Canada Governing Council. This lead will generate increased Fredericton awareness as the City mentors other communities about its 'smart' initiatives. Mr. van Trijp has also helped people immigrate to Canada, promoted Fredericton for potential editorial coverage, pitched the city as a location to a large retailer, and recommended Fredericton as a host location for an international conference, SEUS-CP.

Mr. van Trijp received a crystal award and two nights/breakfasts at the New York Marriott Downtown, valued at \$1,500, courtesy of **Marriott Global Reservation Sales & Customer Care**, and airfare, valued at \$1000, courtesy of the **Fredericton International Airport Authority** and **Enterprise Fredericton**.

Chris Pitman was named **First Runner-Up** based on his efforts for 'lead generation & promotion'. The recipient uses Fredericton's marketing tools, and has posted a link on his website pointing to the City's digital relocation kit. He deals with investors from around the world sourcing leads, and promoting Fredericton to attract investment. Mr. Pitman received two nights/breakfasts at the Renaissance Toronto Hotel, valued at \$1,000, sponsored by **Marriott Global Reservation Sales & Customer Care**.

Adam Peabody was named **Second Runner-Up** based on his 'youth leadership & ambassadorship' work. Mr. Peabody participated in Global Vision's Junior Team Canada mission - promoting Fredericton abroad. He was among Atlantic Canada's youth leaders at the Pan Atlantic Youth Forum where he led the New Brunswick team to brand the province as a great place to live and do business. He promoted Fredericton showcasing assets like Knowledge Park and the Fredericton Convention Centre. Mr. Peabody received an All-touch Blackberry Torch, valued at \$550, sponsored by **TELUS**.

Don Demmings was named **Third Runner-Up** based on his efforts for 'ambassador development'. The award recipient organized a training session, which resulted in 15 new Fredericton ambassadors at Gardiner Realty. He has also distributed business card cds during his travels and through his network of international Shriners. Mr. Demmings received two rounds of golf on the 18-hole Kingswood Signature Course, two rounds on the Kingswood nine-hole course, and a four-month fitness pass, valued at \$460, courtesy of **Kingswood**.

"We very much appreciate the ongoing support of our civic-minded sponsors – in particular our lead sponsor, the Marriott Global Reservation Sales & Customer Care, who has contributed \$2,500 in prizes. Our thanks to Enterprise Fredericton, Fredericton Chamber of Commerce, Fredericton International Airport Authority, TELUS, Kingswood, and Robert Simmonds (door prize) for their contributions as well" said Mayor Woodside.

CONGRATULATIONS to all the award winners! Keep up the great work!

If you have colleagues, friends and family interested in joining the program – we will be offering training in the Spring. Please forward any coordinates, and we will add them to our contact list for the spring session. In the interim, people can take the training online at: www.fredericton.ca/economicdevelopment (see 'Ambassadors').

Ambassador Beat!

Congratulations to **John Hamilton** on his appointment as the new Director of Marketing & Business Development at the Fredericton International Airport!



Ambassador, **Beth Crowell** of Mayday Printing, touted Fredericton to designer Debbie Travis in Toronto recently (pictured with a Fredericton CD). Great work Beth!

David Lee, past ambassador award recipient, piloted a junior ambassador program through his English language study program with a group of Korean children this past summer.

Special thanks to **Maziar Tehrani**, a local cab driver, who sets a shining example of an ambassador. Our taxi industry is the first point of contact for visitors to our community. Maziar passes out our cds and continues to sing Fredericton's praises to those who set foot in his cab.

Ambassador, **Sheila McPhee**, just published her first children's book called "The Green Guardian & the Eco Squad" descendants of Mother nature about the environment, recycling and the animal kingdom – congratulations Sheila!

If you have news (i.e. new job, company expansion, ambassador advice) you would like to share with our Ambassador Team, please email details to laurie.guthrie@fredericton.ca Newsletter schedule is quarterly; however publish dates are contingent upon content.

Join the Ambassador Group on Linked In

Don't forget that you can join our group on Linked In. We have 525 ambassadors enrolled in the program, and we would like to get everyone connected on **Linked In**. This is a great medium to post your profile, and share news and advice!

<http://www.linkedin.com/groupinvitation?groupID=2816162&sharedKey=2587231861AA>

Newcomers Reception

The City of Fredericton hosted its semi-annual Newcomers Reception on December 12th at City Hall featuring the Association of Indo Canadians (Manisha Verma pictured below performing a cultural dance)



Updates

- **Fredericton ranks 8th in the world for clean air** – According to the World Health Organization, Fredericton has some of the cleanest air in the world... <http://www.fredericton.ca/en/environment/nr2011sep27cleanairwho.asp>
- **Distinguished Citizens Awards** – Now accepting nominations at: <http://www.frederictonchamber.ca/content/225040>
- **Immigration Coordinator Position** – As part of the City of Fredericton's 2012 budget process, funding was approved to support a new Immigration Coordinator Position, through Enterprise Fredericton. The position will be focused on growing Fredericton's population through immigration and the retention of international students. The posting and official announcement will be made in January.

Upcoming Events & Professional Development

- Jan 18 Cybersocial, 4:30-6:30, Location-TBA <http://cybersocial.org/>
- Jan 26 State of the Province Address, 5:30pm, Fredericton Convention Centre, RSVP www.frederictonchamber.ca
- Feb 2 Chamber Business After Hours, 4:30-6:30pm, Fredericton Convention Centre, RSVP www.frederictonchamber.ca
- Feb 22 Employee Performance Management (Facilitator, Pierre Battah, HR Specialist), 8:30am – 4:30pm, Fredericton Inn, <http://www.enterprisefredericton.ca/calendar/249592>
- Mar 1 Chamber Business After Hours, 4:30-6:30pm, Charlotte Street Arts Centre, RSVP www.frederictonchamber.ca

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