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## AMBASSADORS' CLUB

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ISSUE: Building on attracting new residents

### ITINERARY 5C

Date: Thursday, September 12, 2013

Location: Théâtre de la Première Scène

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## PROMOTER

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### Presentation of the issue:

The dramatic drop of the labor force in the coming years, an important demographic issue, is expected.

### Project description:

The Ambassadors' Club was first established to strengthen the sense of belonging. The project started in 2009, following a suggestion from a citizen-member of the Chamber of Commerce (Claude Grenier): to create an Ambassadors' Club formed of people originally from the region, and to promote the latter and all it has to offer.

- Louis-Paul Allard
- Gino Chouinard
- Gérald Fillion
- Stéphane Lavallée
- Marc Poirier
- Dhanaé Audet-Beaulieu
- Gabriel Filippi
- Gilles Pansera
- Peter Macleod
- Jonas Tomalty
- Pierre Bédard
- Julie Caron

The project includes the creation of activities and tools to sustain the interest and achieve our goal to strengthen the sense of belonging:

- Chamber of commerce's 100<sup>th</sup> anniversary Evening;
- "Discover our stars" contest;
- geocaching;
- Ambassadors' walk-of-fame in downtown Lac-Mégantic;
- car sticker;
- advertising on trucks from the region's businesses.

**The key elements according to the promoter:**

- obtain the cooperation and concerted efforts from the local agencies and elected officials;
- establish criteria in the selection of the Ambassadors;
- maintain the interest through activities and contests;
- integrate the local Ambassadors into the Ambassador's Circle;
- find innovative ideas to sustain the interest of the ambassadors themselves and of the general population for the Ambassadors's Club. The Ambassadors felt concerned by the disaster and voluntarily initiated all kinds of initiatives to support the population (Summer Musi-Café, Bell Centre Show, etc.). The Chamber of Commerce, the initiator of the project, is currently assessing its viability, because financing for the Club's activities is becoming an issue.

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## RESEARCH

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The summary of the presentation by Patrice Leblanc, UQAT, is presented in a separate document. [Click here to view.](#)

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## QUESTION PERIOD

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Q.: Dis you conduct an impact study?

A.: We did not, but through the years, we found that the Ambassadors have conveyed a very positive image of the region.

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## ADDITIONAL DOCUMENTATION

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**NOTE: All linked documents (PowerPoint, Prezi, etc.) are only available in their original French version.**

Ambassador's Club website: [ambassadeurmegantic.com](http://ambassadeurmegantic.com)