

50th Anniversary Task Force

Purpose of the Task Force

The 50th Anniversary Task Force is formed for the period of August 2024 – July 2025 with the purpose of spearheading the brainstorming of celebrations marking the association's milestone achievement.

Committee Type Task Force

Scope

The Task Force will work to identify and support creative initiatives to commemorate the 50th anniversary, ensuring engagement and participation from members and stakeholders.

Membership Structure

Up to 15 members in good standing. This Task Force is Chaired by the Manager of Events.

Key Responsibilities

- 1) Participate in brainstorming sessions within the Task Force to generate a wide range of ideas and concepts for anniversary celebrations, encouraging participation and collaboration among members.
- 2) Explore innovative ways to leverage digital platforms to engage members and stakeholders in the anniversary celebrations, such as social media campaigns, virtual events, and online contests.
- 3) Brainstorm ways to generate compelling content, including articles, videos, and graphics, to highlight the association's history, achievements, and impact over the past 50 years.
- 4) Explore ways to foster participation and involvement from members in anniversary-related activities. Act as AMBAassadors during events and initiatives.
- 5) Propose and execute legacy projects or initiatives that leave a lasting impact beyond 2025, reinforcing the association's commitment to its members and the Alberta Mortgage Industry.
- 6) Be available to volunteer onsite for events as needed.
- 7) Foster a collaborative and inclusive environment within the Task Force, encouraging open communication, creativity, and teamwork to achieve shared goals and objectives.

Duties of Committee Members

- 1) Attend scheduled meetings between August 2024 and July 2025.
- 2) Arrive on time and be prepared to participate;
- 3) Read any material received prior to the meeting;
- 4) Accept your share of delegated work.
- 5) Attend 50th Anniversary events (when possible).



Accountability & Reporting

The task force is accountable and reports to the CEO.

Meetings

Meetings will occur bi-monthly between August 2024 and July 2025.

Membership Criteria

Must be a member in good standing of AMBA.

Confidentiality

We encourage you to talk to your peers about topics being discussed. Often, we will ask you to gather feedback for certain topics and decisions. However, matters discussed in the Committee are deemed confidential until a decision has been made or an action item has been approved.

Average Time Commitment

- 1-2 hours per task force meeting
- Attendance at 50th Anniversary events (when possible)

Measures of Success

- Generation of a wide range of ideas and concepts for the milestone celebration.
- Participation and involvement from members and stakeholders in anniversary related activities.
- A year full of engaging initiatives and events that garner positive member feedback.

Benefits

- Job satisfaction through volunteerism;
- Contribute to the betterment of the industry;
- Be a part of recognizing exceptional industry members;
- Networking and relationship building;
- Supporting AMBA's milestone Anniversary year

Resources

Resources and support services will be provided through the office of the CEO.

Chair

Sonia Aguiar, Events Manager

Staff Liaison

Alex Gregor, Events Coordinator