

Sharon Albert
October 3, 1997

BEAUCE MEETINGS REPORT
September 30, October 1, 1997

September 30

9:30 AM Met with Agnès Frydecka, Directrice Générale for
Beauce Office de Tourisme et Congrès
11700, boulevard Lacroix
Ville de Saint-Georges (Quebec) G5Y 1L3
Tel: (418) 227-4642
Télé: (418) 228-3855
Courrier électronique: office@quebectel.com
Site Web: <http://www.beauceweb.com/tour.htm>

*(See attached for information re: meeting)
participants: Sharon Albert, Lisa Michaud.*

10:30 AM Met with le Maire Carrette de la ville de Saint-Georges and Michel Lambert,
Directeur general
Ville de Saint-Georges
11700 Boulevard Lacroix
Ville de Saint-Georges (Quebec) G5Y 1L3
Tel: (418) 228-5555
Fax: (418) 228-3855

Participants: Yvon Labbé, Tony Brinkley, Lucie Thibodeau, Lisa Michaud,
Sharon Albert.

Discussed possibilities of linkages between Maine and Beauce re: industry, tourism (route 201 Corridor), education, Chambers of Commerce, and CVB's. Yvon and Tony explained the Forum Francophone des Affaires to the Mayor and M. Lambert. Discussions were very open and were basically a "getting to know you session". Maire Carrette stressed that we must begin with very little steps and build on those small successes. It seems he may have been disappointed with past "grand scale" ventures between Maine and Beauce. He also mentioned that he already had a sister-city relationship with Biddeford, Maine. Our group stressed that we of course would like to see linkages between Saint-Georges and Bangor, but that we were interested in statewide development of relationships.

The Maire and M. Lambert were invited to meet with the Bangor Regions' Chamber of Commerce Franco-American Partnership Committee and interested individuals to visit the area and explore the economic and educational ventures.

Maire Carrette invited Sharon Albert and Lucie Thibodeau to join him in Quebec that evening for a meeting with Stephen Kelly, U.S. Consul general, and other invited guests for a gathering at the Consulate.

M. Lambert made arrangements for Sharon Albert, Lisa Michaud and Lucie Thibodeau to attend a Breakfast Meeting of top business persons who were meeting to discuss the development of a new organization (CEB?).

12:30PM—Luncheon meeting with Rachel Couture, M. Lambert, Tom Redmond, and Pierre Veilleux.

Participants: Yvon Labbé, Tony Brinkley, Lucie Thibodeau, Lisa Michaud,
and Sharon Albert.

Varied discussions around the table. Sharon Albert invited Rachel Couture to meet with her and interested parties in Bangor. Yvon Labbé and Tony Brinkley cemented relations with Tom Redmond, Micro-Age and Pierre Veilleux, Turbo, for future projects.

1:30 PM—Site Visit to Turbo: our group met with M.Veilleux. Orders for product were given to Turbo by the Franco-American Center and talk of locating a Turbo site in the Bangor area ensued. Further meetings are planned.

3:00 PM—Site Visit to Culinar Canada - Vachon pastries plant with Luc Cormier, Directeur Ressources Humaines. They have been trying to penetrate the Maine market for years but have been unsuccessful. We promised to look into several areas and industries in Maine which would support such a venture. (Labrie Bakeries, Hannaford, Shaw's, IGA) Further meetings are planned to further this venture.

4:00 PM—Sharon Albert and Lucie Thibodeau left for Quebec and the Consul's reception.

5:00PM—Sharon Albert and Lucie Thibodeau arrived at the Consul's reception and were met by Maire Carrette who performed vital introductions. Spoke at length with Stephen Kelly, U.S. Consul General who was very interested in furthering ties between Maine and Beauce on all fronts. Introduced Sharon Albert to his new staff person (didn't have any cards yet) Sébastien ? .

Sharon was assured by Consul Kelly that any support needed would be available from his office.

Met Québec Délégué. M.Bernard - not much conversation but he knows of us.

Met with Pierre Richer, Conseiller en affaires commerciales for le consulat Général des États-Unis in Montréal. He invited Sharon Albert to meet with him in Montréal and that he would be willing to reciprocate the visit. Will support Maine/Québec endeavors if he can help.

Met with two other individuals-officials from Quebec - no time for much conversation or cards, as Sharon and Lucie were introduced to M. Kelly at that time.

Sharon also met with two individuals from the law firm of Lemieux, Simard, St. Pierre. (Joli-Coeur Lacasse and Bernard Roy) who were familiar with Co-Entreprise and plan on attending the next one. Sharon spoke of difficulty finding persons in our area to translate legal documents into French...mentioned firm of Rudman & Winchell and Bill Hanson's need for such work. They would be very willing to work with Mr. Hanson and have someone on staff who could translate his documents.

All in all, excellent contacts made and most were aware of and intending to attend Co-Entreprise. Also were aware of 201 Corridor Tourism Project and King/Bouchard agreement. We were very lucky to have such good introductions from Maire Carrette and the gathering was small enough that we were able to make contact with the more important figures there.

8:00 PM—Home Again. Went to dinner.

October 1, 1997

7:30 AM—Sharon Albert, Lisa Michaud and Lucie Thibodeau attended the business breakfast of the (CEB) which is an organization mandated by the government which would be the disperser of federal funds to all other local organizations. One such central disperser will be formed in each of the regions. Many at the breakfast were against forming this organization but the individual local organizations will not receive federal funds if they don't.

If not organized properly, this new organization and two or three individuals could hold the reins of power for an entire region. (Sorry, that's my opinion only).

Sharon spoke to Maire Carrette after the breakfast to thank him for the wonderful introductions made for us in Quebec.

Sharon spoke with M. Lambert and discussed Consul's Reception. M.Lambert introduced Sharon to Jocelyn Benoit, Directeur general of CEGEP Beauce-Appalaches, a University. Sharon mentioned education and immersion courses needed for Maine's francophones. Scheduled a meeting with M. Benoit at 11:00 that day.

Had a lengthy meeting with Anne Dutil, President of the Chamber of Commerce and owner of Placements Lacroix Dutil Inc. The Dutil family is highly respected and influential in Beauce politics and business. She promised to see that Sharon receive a video which depicts the cultural roots of many of our franco population. She also will see that we get a list of business persons currently engaged in business ventures between Maine/Beauce. We will meet with Mme. Dutil on October 23rd during our next visit.

Met also with Sylvie Roy, Responsable régionale Chaudière/Appalaches for Groupement des chefs d'entreprise. We did not have much time to talk, we were leaving for other meetings. But, she is involved with Sharon's meeting on behalf of the CVB/Chamber with Agnès Frydecka on the 24th and 25th of October. Promised we would speak at length at that time.

11:00 AM—Met with M. Benoit at CEGEP Beauce-Appalaches. Discussed student exchange possibilities with UMaine and Husson (they have already met with Husson but came to naught). Very interested, but stressed must have excellent follow-through. We also discussed French immersion courses for our area's business persons which could be offered in the summer. (This subject had been discussed with Agnès Frydecka when she met with Yvon Labbé at the Franco Center last month. They also are very interested in their business persons' enrollment in English immersion courses at UMaine). They already have such a program in place (and so does UMaine) and would be willing to move with this immediately. He would like the summer of '98 as a start date for these courses. A follow-up meeting has been scheduled for October 23 at 3PM at CEGEP. He would then like to come to Maine to further discussions.

We also spoke at length on the importance of medical personnel, (in hospitals and especially nursing homes) taking refresher French courses so patients, especially our older franco persons, are not so isolated. (Thérèse Boisvert Shipps at UMaine should be contacted re: this aspect.)

12:00—Lunch - just the girls.

1:00 PM—Went to meet and greet with Saint-Georges marketing persons at their Marketing Symposium. Spoke with Tom Redmond again and received information that he had researched trade possibilities with Maine, in response to Yvon and Tony's questions the previous day, and is anxious to speak with Yvon and Tony again. We will ask Lucie to set up another meeting. Preferably on the 23rd, 24th or 25th of October.

Spoke again to Maire Carrette and M. Lambert.

Spoke with Agnès Frydecka again and mentioned our proposed signage project for the 201 Corridor and how we would be interested in the Bangor area to pursue such a project. She is currently in charge of a federal signage project for the Beauce region and her project will be used as a model for other regions. She said she'd be more than happy to give us the project notes and results.

Lucie spoke to other business persons but we didn't have much time to exchange notes. After meeting those people we wanted to speak with, we left as Lisa and I had to leave for Bangor.

We left Saint-Georges at 3PM.

We are very lucky to have Lucie Thibodeau in Saint-Georges as our Franco-American Center contact for the Beauce region. We could not have conducted so much business if she had not been able to set up and point out those people with whom we should meet.

Suggested Follow-up:

1. **Have Lucie Thibodeau set up meetings with:** Tom Redmond, Micro-Age; Pierre Veilleux, Turbo; Luc Cormier, Vachon; Anne Dutil, Chambre de Commerce; Sylvie Roy, Groupement des Chefs d'Entreprise; Claude Morin, Conseil Économique de la Beauce. Sharon is already scheduled to meet with Agnès Frydecka and others from Saint-Georges on the 24th and 25th of October. A follow-up meeting has also been scheduled with M. Benoit (CEGEP) at 3PM on October 23rd. Since this meeting involves UMaine, a representative should accompany her to this meeting. If all meetings can be scheduled between the 22nd of October and the 25th, much could be accomplished in a short time-span.

2. **Have business cards made for Lucie Thibodeau and Sharon Albert.**

3. **Gather economic and site information for Pierre Veilleux, Turbo,** in preparation for the next meeting.
4. **Meet with UMaine designees** on credited exchange programs for French students and French nursing students; immersion programs for students and area business persons.
5. **Set up meetings with Labrie Bakeries, Hannaford, Shaw's, IGA,** and any other potential interested businesses to work with Vachon in Beauce.
6. **Ensure that the Bangor area has a substantial presence at Co-Entreprise** as we will be looked for at the conference.
7. **Send thank you notes to contacts made in Beauce.**
8. **Yvon and Tony follow-up with Tom Redmond, Micro-Age,** armed with specific software and hardware needs and with authority to cement deal.
9. **Sharon follow-up with specific tourism exchanges between Maine and Beauce.**
10. **Bill follow-up with law firm contact .**
11. **Schedule specific time/date for meeting with Partnership Committee and Beauce delegates.**