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### NETWORK EVENTS AND NEWS

#### MINISTER OF CULTURE ATTENDS OUR ANNUAL SYMPOSIUM



Christine Saint-Pierre, Quebec's Minister of Culture, Communications and Status of Women met participants during the **annual symposium** of ÉCONOMUSÉE® du Québec network members that took place in Quebec City under the theme of "Make Your Difference Felt". The Minister officially announced \$200,000 in financial assistance for the network from her department. (photo 1)

During the symposium, network artisans were able to perfect their knowledge through training workshops offered by three marketing experts, Benoît Jacques, Denis Mailloux and Dany Bouchard, on the seven keys to creating the ultimate client experience, and on ways to stand apart and impart the ÉCONOMUSÉE® experience to visitors.

The purpose of the Économusée® network is to improve the competitive edge of member and heighten members' awareness of the strategic advantage of associating with an eminent network in the context of growing competition. Increasingly, the network in Quebec is becoming a showcase for expertise in cultural tourism in Quebec.

### TV SERIES: PARTNERSHIP WITH THE NATIONAL BANK



With the cooperation of our major financial partner, the National Bank, and the COGECO network, a series of 13 televised shows entitled "The Artisan at Work" was launched in 2009. The half-hour shows were filmed in 25 workshops of members of the Quebec network. Each presented an artisan impassioned by his or her trade and demonstrations of work undertaken. The series produced and aired by TVCOGECO and broadcast in partnership with Videotron's Canal Vox enjoyed such great success that it was aired during the spring, summer and fall of 2009 and re-aired in April 2010 by another partner, Canal Savoir. The newspaper, *Le Devoir*, also partnered in advertising the series. (photo 2)



André Marcoux, Regional Director of Programming with TVCOGECO for Beauce-Appalaches, Cyril Simard, SRÉ President, Mr. Steeve Lavoie, Sales, Business Development and Quality Service Director with the National Bank and Réjean Tardif, Chief Executive Officer of the SRÉ.

The ÉCONOMUSÉE® network wishes to congratulate and thank André Marcoux and his team for their professionalism and passion invested in this project highlighting expertise to be found in different regions of Quebec.

### PARTNERSHIP WITH THE EUROPEAN UNION



Mr. Helge Njaastad, ENE Project Leader, Mr. Cyril Simard, SRÉ President, Mrs. Liv Signe Navarsete, Norwegian Minister of Transportation and Mr. Ronny Skaar, Cultural Director with the Hordaland County Council during the inauguration of the Aurland Shoe Factory ÉCONOMUSÉE®.



### CONCRETE RESULTS

The first two ÉCONOMUSÉE® (ECONOMUSEUM®) resulting from our North Atlantic alliance were inaugurated in European territory, and more specifically in Norway.

**The Aurland Shoe Factory**, a shoe ÉCONOMUSÉE® in Aurland, near Bergen, was inaugurated during the summer of 2009 in the presence of the Norwegian Minister of Transportation and Communication, the city mayor, a representative from the Canadian embassy and Cyril Simard, President of the ÉCONOMUSÉE® Society Network (ESN). For the occasion, Premier Jean Charest of Quebec and ministers Sam Hamad and Christine Saint-Pierre sent a message of congratulations read by the President. The firm specializing in the production of handmade loafer-style shoes is one of the last of its kind in Norway. [www.economusee.no](http://www.economusee.no) (photo 3)

## PARTNERSHIP WITH THE EUROPEAN UNION (Continued)



Boats workshop ÉCONOMUSÉE® in Bergen, Norway.

**Osvelvar Boats Workshop, a builder of traditional barques**, was inaugurated in December 2009 in the village of Os. This ÉCONOMUSÉE® is committed to the conservation and promotion of Norwegian maritime expertise. From the Viking era to modern times, Norwegian craftsmanship has enjoyed an enviable reputation worldwide. (photo 4)

### VISIT OF MINISTER DENIS LEBEL (ECONOMIC DEVELOPMENT CANADA)

The Bilodeau Company in Normandin joined the ÉCONOMUSÉE® network as a fur dealer bootmaker. The inauguration took place in the presence of the Honourable Denis Lebel, Minister of Economic Development Canada, Denis Trottier, Provincial Member of Parliament from Roberval, and the Mayor of Normandin, Lucien Guillemette. (photos 5 and 6)



Minister Denis Lebel during the inauguration of the fur dealer bootmaker ÉCONOMUSÉE® in Normandin, Saguenay-Lac-Saint-Jean.

The **Bilodeau Company**, also a member of the European project, transforms skins and animal pelts into different products, in particular winter gloves and boots typical of Nordic countries. Everything is recovered from the skins, recycled and processed with expertise developed here in Quebec. (www.bilodeauinc.com)

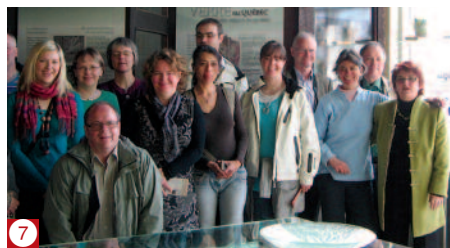


Paul Cimon

The fur dealer bootmaker ÉCONOMUSÉE®.

### 25 EUROPEAN REPRESENTATIVES IN QUEBEC

A delegation of representatives from Northern European countries involved in the agreement with the ÉCONOMUSÉE® Society Network (Sweden, Norway, Iceland, Greenland, Northern Ireland and the Faeroe Islands) came to meet with artisans from the Quebec network and follow training with the ESN team from April 10 to 15, 2010. (photo 7)



The European delegation touring the Studio des Verriers du Richelieu.

### A MODEL FOR CULTURAL DAYS

During cultural days, the **slumping glass ÉCONOMUSÉE® Studio des Verriers du Richelieu** welcomed and exhibited the work of 25 of the region's artist-painters. Some 350 visitors were able to admire the artwork and attend a demonstration of the different steps in making glassware offered on the premises by the owner-glassmakers. (photo 8)



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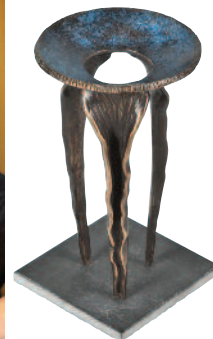
## DYNAMIC AND INNOVATIVE ÉCONOMUSÉE®

With great pomp, on October 4, 2009, the **bronze working ÉCONOMUSÉE® Musée du bronze d'Inverness** unveiled a new, exclusive piece of the *Dieux d'airain* collection. This year, the piece entitled *Offrande* was created by internationally acclaimed artist Chantal Gilbert. (www.museedubronze.com) (photo 9)



Perspective photo

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Artist Chantal Gilbert and her work entitled *Offrande*, an 18-cm bronze casting mounted on a slate base (125 copies) available from the ÉCONOMUSÉE®.

**The Domaine Acer, the maple ÉCONOMUSÉE®**, now exports its products to France and Japan. This year, the company bottled a dry white maple beverage christened *Prémices d'avril*. This new beverage completes the company's collection of maple-based alcoholic beverages. A tour of the aging cellars is highly recommended. While on the premises, sample the high-end maple products offering a promising new identity to this unique natural resource. (www.domaineacer.com) (photo 10)



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This year, the **Vignoble de l'Orpailleur**, vine and wine ÉCONOMUSÉE®, celebrated its 25<sup>th</sup> year of existence with a new vintage christened *Natashquan*. This white cask wine, aged for 12 months is yours to discover. A portion of the sales of this wine will contribute to the activities of the Fondation du Patrimoine Gilles Vigneault. (www.orpailleur.ca) (photo 11)



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Heads painted for the Guinness record established by the Forgeron d'Or.

**The Forgeron d'Or and a Guinness record:** as is the case each year, our jeweller organized a contest for original Easter egg creations made from the empty shells of real eggs. This year, the jeweller innovated with a shaved head painting contest (21 shaved heads painted by 18 artists). In doing so, he beat the Guinness record for this original discipline. Jewellery created at the Forgeron d'Or from the debris of meteorites is also on display at the Museum of Nature and Science in Sherbrooke. ([www.leforgerondor.com](http://www.leforgerondor.com)) (photo 12)

**Papeterie Saint-Gilles, paper making ÉCONOMUSÉE®:** a piece by artistic painter Albert Rousseau representing the *Moulin de la Rémy* (mill) in Baie-Saint-Paul was screen-printed in 150 copies for the paper mill's financing campaign. The unveiling of this masterpiece took place in Saint-Joseph-de-la-Rive, in the presence of Francis Cabot, Honorary Campaign President, and the artist-painter's children. (photo 13)



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Silk screen print of *Le moulin de la Rémy* by Albert Rousseau.

## AWARDS AND RECOGNITION

### ÉCONOMUSÉE® SOCIETY NETWORK

#### OUTREACH OUTSIDE QUEBEC AWARD

On April 17, 2009, and on behalf of his organization, **Cyril Simard**, President of the ÉCONOMUSÉE® Society Network, was awarded the **Prix Rayonnement hors Québec 2008** (outreach outside Quebec award) from the Quebec City chamber of commerce and sponsored by the *Bureau de la Capitale-Nationale*. The award was presented by Yves Bolduc, Quebec's Minister of Health and Social Services, during the 2009 *Grands Québécois* Gala held at the Fairmont Le Château Frontenac in the presence of 550 members of the business community. The ÉCONOMUSÉE® Society Network contributed to showcasing Quebec's entrepreneurial culture abroad by signing, in the spring of 2008, an agreement worth 1.6 million Euros with Northern European partners and the European Community to export local expertise to develop the ÉCONOMUSÉE® concept in Europe. The UNESCO Chair on Cultural Heritage at Université Laval and Chairholder Claude Dubé are also cooperating in the project. (photo 14)



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Mr. Cyril Simard receiving a trophy for the 2008 outreach outside Quebec award from Yves Bolduc, Quebec's Minister of Health.

#### GLOIRE DE L'ESCOLE MEDAL

On May 12, 2009, Cyril Simard received the *Gloire de l'Escole* medal from Université Laval. This award from ADUL is offered to former University students whose outreach and exceptional merit have contributed to social progress in their sphere of activity.

#### LOCAL DEVELOPMENT PERSONALITY 2009

The *CLD de Charlevoix* honoured Cyril Simard with the title of local **development personality in 2009** during a ceremony highlighting his career achievements and accounts lauding his work. In particular, he was praised for his contribution as President of the Baie-Saint-Paul Cultural Capital of Canada Organizing Committee (translation) and the establishment of the first ÉCONOMUSÉE®, the **Papeterie Saint-Gilles**.

## OUR ENTREPRENEURS REWARDED

**Musée de l'Abeille, the honey and bee ÉCONOMUSÉE®**, celebrating its 20<sup>th</sup> anniversary in 2010, was awarded a gold cup for its Dame Blanche and Cap Des Tourmentes honey wines during the Coupe des Nations in 2009, and a silver cup for its Dame Blanche honey wine in 2010. ([www.musee-abeille.com](http://www.musee-abeille.com))

**Cassis Monna et Filles, the black current ÉCONOMUSÉE®:** during the Gala de la Grappe d'or held during the *Fête des Vendanges* in Magog-Orford, the company was awarded the **Prix Coup de Cœur** award and the **Lauréat** title for its *crème de cassis* liqueur. ([www.cassismonna.com](http://www.cassismonna.com)).

This year, **Orpailleur** ice wine won the gold medal during *Les Vinalies* international contest in France, the gold medal at the world contest in Brussels and a double gold medal at the *Fingers Lake International Wine Competition* in the United States. In Canada, the winemaker won a silver cup in 2010. In the wake of more than 40 medals, Orpailleur ice wine has garnered an important place on the world stage of liqueur wines. Orpailleur white wine aged in oak casks obtained a silver medal at the Coupe des Nations. Note that grape grower Charles-Henri de Coussergues was named tourism personality of the year during the *Grands Prix de Tourisme Cantons-de-l'Est* for his regional involvement, in particular as President of the *Association des vignerons du Québec*.

#### WINNER OF THE 2009 PASSION AWARD

In 2009, the **Passion Award** handed out each year by the ESN having demonstrated a passion for transmitting expertise, loyalty in promoting the ÉCONOMUSÉE® concept and the will to preserve and promote a trade was awarded to Guy Bel and his wife, Sylvie Lavoie, of the **Forge à Pique-Assaut, the blacksmithing ÉCONOMUSÉE®**, during the Quebec network symposium. (photo 15)



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Passion award winners Guy Bel and Sylvie Lavoie with their daughters.

**Cidres et vergers Pedneault**, the pomiculture ÉCONOMUSÉE®, won the Coupe des Nations 2010, a gold cup for *Le Glacier* (ice cider) and a silver cup for *Prunelle* (plum-based beverage) and *Mistelle de pommes* as well as seals of distinction for its other products. ([www.vergerspedneault.com](http://www.vergerspedneault.com))

**Domaine Acer** won an award in the production/transformation category at the last *Gala de l'entreprise* in Témiscouata. During the *Ordre national du mérite agricole*, Domaine Acer won the bronze medal in the Gold category and a special mention in farming tourism. During the Coupe des Nations 2010, Domaine Acer received a silver cup for *Val Ambré* and a seal of distinction for its *Charles-Aimé Robert* (maple-based beverages).

During the third edition of the *Prix du Patrimoine*, Mrs. Françoise Lavoie, co-owner of **Atelier Paré, wood sculpture ÉCONOMUSÉE®** in Sainte-Anne-de-Beaupré, won the "tradition bearer" award offered to individuals who share their expertise. Mrs. Lavoie uses sculpted boards to recount legends from Quebec's folklore. ([www.atelierpare.com](http://www.atelierpare.com))

**Les Bières de la Nouvelle-France, brewing ÉCONOMUSÉE®**, won an award during the gala hosted by the Chamber of Commerce in Maskinongé in the quality customer service category. ([www.lesbieresnouvelle-france.com](http://www.lesbieresnouvelle-france.com))

## NOTABLE PRESENCE ON MARKETS OUTSIDE QUEBEC

**Bienvenue Québec**: during the tourism tradeshow held in Quebec City November 2 and 3, 2009, a delegation from the ESN was present along with network representatives: the paper making, porcelain making, liqueur making and glass blowing ÉCONOMUSÉE®. A DVD and a special brochure were prepared for the event. (photo 16)

The honey and maple ÉCONOMUSÉE® were present during the last **Foodex show in Tokyo (Japan)**, where they garnered immeasurable success and gained entry into the Japanese market with many orders.

The **honey ÉCONOMUSÉE®** also participated in the *Fancy Food Show* in New York, the Canadian Health Food Association show in Toronto, the SIAL in Montréal and ANUGA in Germany.

## ÉCONOMUSÉE® AT CENTRE STAGE IN THE NEWS

The prestigious international magazine, *Forces*, carried a four-page article on the ÉCONOMUSÉE® network and President Cyril Simard, in Issue No. 161 of the spring of 2010. (photo 17)

**Domaine Acer** was featured during the highly popular show hosted by Daniel Pinard entitled *Du cœur au ventre* and the show entitled *Des Kiwis et des hommes*, both aired on the Radio-Canada television network. Many articles have been published in the European and Canadian press on their maple syrup and derivative alcohol beverages. Among others is the article by Martine Bouliane in *La Presse* entitled "One Thousand and One Ways to Sample Maple".

*La Presse*: Martine Bouliane discussed the two latest arrivals in the Quebec network: slumped glass makers ÉCONOMUSÉE®, **Studio des Verriers du Richelieu**, and fur dealer bootmaker in Normandin, the **Bilodeau Company**.



Holiday gift suggestions published in the magazine, *Coup de Pouce*, suggested products from the **sand-based artwork and porcelain goods ÉCONOMUSÉE®**.

*Le Journal de Montréal*: an article by Lise Giguère entitled "The Gold Rush and its History" discussed the **Forgeron d'Or**, the jewellery ÉCONOMUSÉE® located in Sainte-Marie de Beauce, and another entitled "When Sand Becomes a Work of Art" praising the **sand sculpture ÉCONOMUSÉE®**.

The **honey ÉCONOMUSÉE®** was honoured in the *National Post* in an article penned by Burke Campbell entitled "Romance with Honey Bees" and in the newspaper, *Le Soleil*, in an article by Laurie Richard "The Lure of the Bee" (translation).

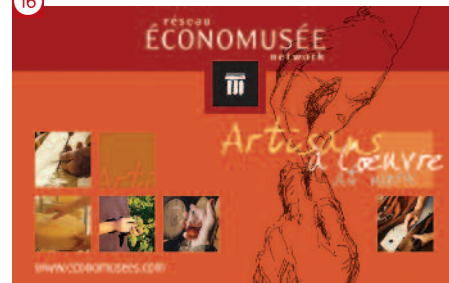
The *Globe and Mail* published an article on **Laiterie Charlevoix** and its new cheese, christened "1608." Sylvie Ruel also discussed the Laiterie in her article entitled "Charlevoix: from Farm to Fork" in the newspaper, *Le Soleil*, and in the *La Terre de chez nous* bulletin.

The magazine, *Rénovation-Bricolage*, published an article on Martin Nadeau of the **woodworking ÉCONOMUSÉE®**.

*Écho Vedettes* de Montréal showcased the **leather working ÉCONOMUSÉE®** in Victoriaville in an article.

In the magazine, *Voir de Québec*: an article appeared on **Aliksir** and the farm's herbs and oils.

The newspaper, *Le Droit* d'Ottawa: Sylvie Ruel discussed the Madelein Islands' ÉCONOMUSÉE®, the **Artisans du Sable (sand)** and **Le Fumoir d'Antan (hard smoked herring)**. The article was republished in *Le Soleil* and *La Voix de l'Est* newspapers.



The ÉCONOMUSÉE® Society Network is a non-profit organization that campaigns for the protection and transmission of trades and expertise inspired by tradition. "Artisans at Work" in the network are involved in handcraft trades and the agri-food sector. They open their workshops, present an interactive and contemporary cultural and touristic experience to visitors and offer original and authentic products made here.

By combining "culture" through the dissemination of traditional crafts and trades, "education" through the transmission of expertise and "economy" through support of artisanal enterprise, the ÉCONOMUSÉE® Network upholds local development, regional cultural diversity, our living heritage and sustainable development.

### Our "Sustainable Development" Partners



### Our "Living heritage" Partners



FOR INFORMATION: Réjean Tardif, M.B.A., M.A.T.D.R., Chief Executive Officer  
ÉCONOMUSÉE® Society Network  
203, Grande-Allée Est, Québec (Québec) Canada G1R 2H8  
TELEPHONE 418-694-4466 • FAX 418-694-4410 • [info@economusees.com](mailto:info@economusees.com)

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