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What's On My Mind...

Living in harmony with wildlife

Susan MacDonald, Editor

Years ago, while out on our usual afternoon walk with the dogs, Jack and I rounded a bend in the trail and, much to our surprise, stumbled upon a mother black bear and her two cubs. In mutual surprise, we all stared at each other for a couple seconds before the bear gave a grunt and all three went bounding up the hill, into the forest. Concerned for her little ones, she scooted them up a tree and stood guard at its base. Slowly, we retraced our steps to a safe distance and I can still hear Jack mumbling, "I'm not looking back, if she's coming, I don't want to know". Giving the family a wide berth, we continued on our way, none the worse for wear, thrilled at our sighting.



A few weeks ago, about mid-morning, I received a phone call from my neighbour cautioning me to be prudent as a black bear was at the house, greedily emptying out his birdseed can. From my window, I could hear the large can being rolled around on the stone walkway. In response, all bird feeders were removed for a week, a few noise-makers were installed and, nightly outings were done with flashlights. The bear did return a couple more times but finding nothing to eat, eventually moved on.

I have had numerous other close encounters with wildlife over the years including deer, moose, raccoons, skunks, foxes, beavers and once, while on horseback, a gorgeous lynx. Most sightings occurred during daylight hours and each one is a reminder of how fortunate I am to live here and share this part of paradise with them. Several of these episodes are worth sharing with other nature lovers, which I will do in future editions.

On occasion, we do hear of negative interactions between people and wildlife and it is my belief that these happen mostly due to human ignorance or sheer stupidity. A few years ago, several bears were obliged to be destroyed after being encouraged to visit picnic tables so people could take photos; there are stories of wild raccoons causing havoc in houses after being enticed indoors with food and coyotes hunting cats and small dogs and chasing humans, and so on...

If you live in the Laurentians, it is important to take the time to learn how to live peacefully with the local wildlife. It is essential to understand their habits and, how to respond safely, if and when encounters happen. With a few precautions, negative interactions such as those mentioned can be avoided. It is also very important to share this information with people visiting from the city, who have little knowledge of wildlife outside of what they see in parks. For more information visit <https://www.pc.gc.ca/conseils-tips/faune-wildlife>

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NEWS FOR YOUTH:

Community newspapers encourage young readers

BY RUBY IRENE PRATKA

As younger readers turn increasingly to social media platforms and mobile apps for news, newspapers across the country are wrestling with the question of how to keep younger readers engaged with their content, while continuing to publish the print publications that older generations rely on. Quebec's community newspapers are confronted with the same puzzle. Here are three creative ways that QCNA member papers have connected with younger readers.

IT'S A SNAP

Data from News Media Canada confirms the cliché that Millennials are less likely than older generations to get news from print newspapers – 42 per cent of self-identified Boomers prefer to access news in print compared with only 27 per cent of Millennial/Gen Y readers. However, nearly 90 per cent of Millennial and Gen Y readers engage with news content; they are just more likely to do so on a smartphone or laptop than with a print newspaper.

Lily Ryan, publisher of the *West Quebec Post*, *Gatineau Bulletin*, *Pontiac Journal* and *Aylmer Bulletin* and mother of two teenage daughters, enjoys telling a particular story that illustrates this – and illustrates the fact that the stories published in community newspapers still resonate with young readers.

“Shortly before the pandemic, my daughters’ friends were chatting in the kitchen and I heard one of them say, ‘Did you hear Rosie’s mom was on the front page of the *Bulletin*? She won the marathon!’ I thought, ‘How cute! The kids read the *Bulletin*!’” Actually, someone left the paper sitting out on the table and a kid saw it, took a picture of it and shared it on Snapchat. That’s how that story got from one medium to another and one generation to another,” she recalled. “Local news is still of top interest.”

The incident pushed Ryan to rethink her papers’ social media strategy. Although all four papers use social media to share news, Ryan ultimately decided she didn’t have the time or money to invest further in websites. However, she did receive a Quebec government grant to support a digital transition. As a first step, the paper is equipping staff with the same smartphones its readers use, and investing in training staff.

STARTING IN SCHOOLS

The *Gaspé Spec* in the Gaspé Peninsula region is one of several community newspapers that work with local public schools. At the beginning of the 2021-22 school year, through funding from the Community Media Strategic Support Fund, the *Spec* sent kits with cameras, recorders, notebooks and journalism guides to all English and Indigenous public schools in its coverage area, along with monthly suggestions for topics to cover.

“We’re sending them reminders that the *Spec* would like to hear from them and that we’re there to support them, and we’re starting to reap the benefits of that,” said *Spec* publisher Penny MacWhirter. Schools “are contacting us and, as a result, our readers are learning about all the exciting activities happening in those schools.”

In the future, MacWhirter hopes that when young people “have something exciting that they want to tell the public about, *Spec* will come to mind right away. ‘We’re doing a fundraiser for school; let’s write something and send it to *Spec*.’ One article at a time, MacWhirter and her colleagues are creating a new generation of *Spec* readers.

THE WELCOME WAGON

Every September, Bishop’s University in Lennoxville, the only English-language university in Quebec outside of Montreal,

welcomes thousands of students from across the country and abroad. Publisher Sharon McCully and her colleagues at the *Sherbrooke Record* see these students as new neighbours and potential readers.

“...someone left the paper sitting out on the table and a kid saw it, took a picture of it and shared it on Snapchat. That’s how that story got from one medium to another and one generation to another...”

Three years ago, the *Record* worked with a group of Bishop’s students to produce a video tour of Lennoxville. “We did a walking tour and said ‘Here’s the pub and here’s where you can get pizza and health food.’ We can’t expect students to come from another part of the country and embrace a community they know nothing about. So, it’s a bit of a greeting, ‘Hi, welcome to the whole community, not just Bishop’s. Meet your neighbours,’” McCully said.

Traditionally, at the beginning of every school year, the *Record* also offers a free digital subscription to students at Bishop’s and at Champlain Regional College, the local English-language CEGEP. Students see volunteer opportunities in the paper and get involved in organizations like Meals on Wheels. “It helps them see that they’re part of a community, and learn about what’s going on off campus,” she said. “All they have to do is log on.”



This QCNA AJRQ Quebec Community Newspaper Association special feature is made possible through the generous support of our sponsors:



CONNECTING YOUTH
WITH COMMUNITY NEWS

As readership demographics begin to shift from an older to a younger audience, editors of local community newspapers must continually derive ways to supply captivating content, suitable to three generations simultaneously and, to deliver that news through the appropriate channels, for each one. While our mature population still relies on receiving their news in print, younger readers prefer to keep informed on social media and through mobile apps. Readers who fall between the age gaps are quite content to use all platforms so, how is this possible?

The challenge editors face today is how to re-capture the interest of young readers in order to maintain the print publications. As you read on page 4 in the #newsmatters feature, local papers have come up with some creative ways to connect with young readers and it seems to be working. Another way is to encourage young readers to actively participate by becoming writers themselves.

Back in 2013, I received an email from a young high school student who was planning on a career in journalism and, who wished to write for Main Street. I responded back, requesting an article for print consideration. Much to my surprise, I received a full packet in the mail, complete with an opening letter, copies of a few previously published articles, references and, her full CV. A few days later, I received a follow-up telephone call to confirm if I had received her information. I was most impressed by such a

show of professionalism from one so young and, caught up in her calm enthusiasm I welcomed her to submit her articles to Main Street. She wrote under the column heading, Youthful Perspective, on a wide variety of topics that concerned or affected her age group. She was a strong voice for her generation and was a welcomed contributor to the paper until she graduated and moved on to follow her chosen career path. I have included a few excerpts from her column, as examples of the concerns she believed her generation felt were important at that time.

Yaneka is a true example of how important our young readers and writers are to their community, their community newspapers and, their own generation. They too should have a voice in print, one they can also share across other platforms. What a perfect way to bridge the generation and media platform gaps while staying engaged with their local news.

A Youthful Perspective (June 2015)
“THINK OUTSIDE THE BOX,
VOTE INSIDE THE BOX”

Yaneka McFarland - Main Street

Only 38.8% of young Canadians voted in the 2011 Federal General Election. This issue of voting apathy among the younger population, namely, aged eighteen to twenty-four, has been noticed for decades. Aside from sparse fluctuations in numbers, Canada's young adults are continually absent from voter turnout demographics. Government initiatives are not taking advantage of social media in order to build a political platform for the younger population of Canada.

A Youthful Perspective (March 2015)
THE FLIPSIDE TO THE
DOWNSIDE

Yaneka McFarland - Main Street


According to the latest eMarketer report, an estimated 1.73 billion people worldwide used social media websites in 2013, making users one in four people across the world.

Millennials (or Generation Y; those born after 1980) are the most connected generation in history, with a previously inconceivable power at their fingertips, thanks to technology and access to social media sites. However, some still persist in describing my generation as idle teenagers who are apathetic to the issues around the world. Granted, you don't see many of us reading newspapers, or watching the evening news, and our eyes are often glued to our phone screens for, seemingly, unhealthy amounts of time, but is it all absolutely futile?

A Youthful Perspective (February 2015)
SNEAK PEEK INTO ADULT-
HOOD

Yaneka McFarland - Main Street


“ College; it's the fruit of your labour, the ascending triumph of (finally) finishing high school, the absolute podium of pre-conceived glory of your collegiate life ahead. All of the excitement, hype and every other possible human emotion boiled down to one single day - the first one. ”



NEWS FOR YOUTH:

Young reader speaks through community newspaper

BY SUSAN MACDONALD







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The Dunany Studio Artists

To help celebrate the **100th anniversary** of the Dunany Golf and Country Club, (2053 chemin Dunany, Municipality of Wentworth, just north of Lachute), the **Dunany Studio Artists**, a group of creative, talented, multi-media artists will exhibit another outstanding display of fine art. This year's dates for this highly anticipated event are **Thursday, August 25 (5 pm - 8 pm) and Friday, August 26, (5 pm - 8 pm).**

The artistic talent that abounds in this thriving, active community of Dunany is astonishing and the art exhibition always receives rave reviews. Participating artists include - - **Revilla Sauvé, Joanne Moore, Judy Hammond, Coreen Berry, Angie Macleod, Ginette Masson, Caroline Roy, Jane Pilon, Marion Hodge, Maureen Cameron, Annabelle Wood and Barb McCullough Scales.**

More information is available on the Dunany Community Association website - <http://dunany.ca/activities/dunany-studio-artists> or their Facebook site at <https://www.facebook.com/DunanyStudioArtists>.



4korners Assistance and interventions



Melissa Grandmaison

When our community members call our info line, they could be calling for any number of reasons. About 40% of the time, they are directed to our community and support worker for seniors and caregivers. Sometimes, they are looking for help navigating the public health system and we can help educate them on programs within the CISSS, as well as use our contacts to connect them to the appropriate resources.

Regardless of the needs, all the callers are appreciative to find a human being on the other end of the line. Many people struggle to navigate an automated system - it can be they just don't know what extension to select because they are uncertain of the department they need, they may have a hearing impairment, or the instructions are just too fast. Sometimes people are calling from outside Quebec to help a family member living here. Speaking to a person helps them navigate where they need to go and allows them to ask a question if they don't understand. It also means we can assist if/when we hear the person is struggling.

One thing we have seen is that the pandemic appears to have triggered past emotional trauma. People are calling to share these experiences; they are in pain and seeking relief and understanding. Some are looking for resources while others just want someone to listen to them. There is also a fear of the unknown when people are reaching out for help. We have had callers who were nervous to call a suicide prevention line because they didn't know if that meant that someone was going to show up at their house or, if calling this type of helpline would risk having their children taken away. Other calls have been from people wanting to learn about end-of-life planning, like legal resources or how to communicate their needs to their family. 4Korners offers a friendly non-judgemental approach by listening to what the person needs and explaining how the system or resource works.

Should you or someone you know need assistance or more information regarding our services please give us a call at (450) 974-3940 or 1(888) 974-3940 or email us at info@4korners.org.



Making it Work in the Laurentians

Monetization for artists

Maya Khamala

As an artist, chances are you spend a lot of money creating your work. Your financial plan includes expenses like promotion, venue costs, hires, artist fees... but where does the revenue come from?

Having a plan and a timeline in place before launching your art-based business is key to understanding whether your cashflow is positive, or if you're going to need some extra cash and need to consider taking out a loan or saving money first.

Examples of revenue streams

While you can't (and shouldn't) try to do them all, here is a list of potential revenue streams for artists. Take your time, be patient, and pick the ones that best suit your needs!

- direct sales
- crowdfunding or Patreon
- subscribers or regular donors
- a fan club
- e-commerce via your website
- third party sellers (i.e., Etsy, society6)
- freelancing
- commissions
- gigs
- selling through a representative (i.e., gallerist, agent booker)
- grants, loans, awards, contests
- sponsorships, partnerships
- fundraising
- licensing
- tiered services
- personalized products
- conferences, speaking engagements
- selling prints of originals
- facilitating workshops
- skill-trading
- a day job (!)



Helpful tips:

1. Be realistic.

Identify ways in which you are capable of monetizing your skills, products and/or services—now and over time. Keep your capacities and resources in mind—as well as the limitations (and opportunities) of your industry.

2. Price it right.

Determine the value of your concept, time, production, and overhead costs. Then, validate it with a little market research: what will interested parties actually pay? If there's a discrepancy, you may need to find additional funding or else reposition yourself within the market.

3. Consider the marketplace.

When pitching, producing and pricing your artwork, always consider the realities of the marketplace, i.e., the current supply and demand for the type of product/service you're offering; the state of the competition; the overall economic climate; and how much people could/would be willing to pay.

4. Develop a financial plan.

Taking the time to develop a financial plan will help you to determine how much money you need to bring in annually to cover your costs and live the life you desire, as well as how much product/service you need to sell to reach this target. Does it add up?

5. Diversify your revenue.

Limiting yourself to one revenue source is risky. Diversifying means finding different ways to make money. If your art can't support you yet, you'll need to develop other sources of income while you build up your practice. This might involve working a part-time job unrelated to your art. You might also consider whether you'd be willing/able to do work for exposure. In such cases, the person hiring you should be able to give you numbers in terms of the exposure you'll get. However, in most cases, any work you do should come with an artist's fee.

Above all, respect yourself, know the value of your work and, stay the course!

An artist coach can help you identify the best plan for YOUR business. Visit yesmontreal.ca to book a free consult.



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MAIN STREET



Laurentian Personality
Steve Vachon and
Kerr Farm

Lori Leonard – Main Street

As many of you may know, Steve Vachon is the new owner of the well-known, well-loved Kerr Farm, located at 7, Kerr Road in Gore. When Kerr Farm went on the market for sale, Steve went to visit it with his father. His dad pointed out that the farm had not been well maintained and, there was lots of work to be done. He was right! However, when 34-year-old Steve saw Kerr Farm, he envisioned something else. He fell “head over heels in love” and felt he could bring Kerr Farm back to its former glory.

Steve purchased Kerr Farm two years ago because of his passion for architecture and history. Steve says, “I feel that everyone has a special memory or favourite story to tell about Kerr Farm and I think that everyone should own a part of the farm.” Steve continues “I want to give back to the community and keep the energy and loving memories of Kerr Farm alive.” Throughout the years many couples held their weddings at the farm and many families have stayed there as a retreat from city life.

At first, Steve was not certain if he should retain the name “Kerr Farm” but some members of the large Kerr family reached out to him and after some discussion, they revealed they would be extremely pleased if Steve kept the original Kerr Farm name. Steve also had the pleasure of meeting several members of the Kerr family recently. They even brought him some artefacts, including a beloved bible that belonged to Amos Kerr, once Mayor of Gore. The family shared stories and much about the history of the Farm.

Steve has some exciting plans and ideas about bringing Kerr Farm back to its former glory. For the last two years he has lovingly dedicated hours and hours of labour singlehandedly to have just the right lighting, wallpaper, beautiful wood-work and furniture. He has collected many unique antique pieces to enhance the beauty of the building that houses 8 bedrooms, a huge dining area and living space. There is also a charming large barn on the premise and what used to be a general store, which now houses greens and sprouts of various kinds. Yes, Steve has all kinds of wonderful plans up his sleeve. Of course, I cannot reveal all, but of one thing I am certain, Kerr Farm will be resurrected and wonderful memories will be created once again.

Thank you Steve for realizing your dream, which in turn, will fulfill the dreams of many others for years to come!



“Perfect Timing”
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Theatre Morin Heights promises a laugh-filled riot with its production of “Perfect Timing” by Kristi Kane. This drawing room comedy is filled with witty repartee along with mistaken identities and confused love triangles.

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For more information also visit our web site www.theatremorinheights.ca.



In the Anglosphere
Cinema Pine

Kathleen Hugessen
Penny Rose

For almost 75 years, the Fermanian family has been entertaining Ste-Adèle and the region with the latest in films at Cinema Pine. It is the only independent cinema in Quebec, which offers films in both French and English, not to mention sub-titled movies from Europe. Today, it is Tom and his son, Perry, who own and operate the business begun by Tom’s parents back in 1948.

The original cinema had one hall and films were changed three times a week. The really big movies—think Gone with the Wind—ran for a week. Today, the Fermanians have eight screens in two complexes with a total of about 850 seats. Movies run for a minimum of two weeks, with blockbusters continuing until interest wanes. Perry says Top Gun: Maverick will probably end up running for seven or eight weeks. Two screens are dedicated to the big films, one in French, one in English; smaller films are screened in English one day and French the next.

“We select our own films,” Tom explains. “It’s a dying practice and one of our strengths. The big cineplexes are pretty much told what they’re going to get.”

“We’re like a restaurant that buys from the farmers’ market and we know what our audiences want,” Perry adds.

Tom remembers a 2020 documentary titled Les Rose about the two brothers who kidnapped and killed Pierre Laporte, deputy premier of Quebec, in 1970, leading to the October Crisis. He knew it would do well at Cinema Pine because one of the brothers had lived in Val Morin, giving it local appeal. “That’s an example of a film that was very niche yet did very well here.”

He says they knew that Downton Abbey in English would do very well, “which even the distributor didn’t know.”

“About 65 per cent of our films are from the US, the remainder come from Quebec, Canada and Europe,” Perry says. “We’ve carved out our niche and are doing as well as major cineplexes in the region.”

They are understandably proud of their knowledge of their client base. “It takes years to develop,” Perry says. He notes that, over the last 15 years, French viewers have increasingly wanted to see English films in their original language. “Kids have a better grasp of English thanks to social media and the Internet,” he says. When you come down to it, who wants to hear a voice actor when you could be listening to Tom Cruise?

Movies scheduled to run in August include Bullet Train with Brad Pitt and a family film titled DC League of Super Pets about superheroes’ dogs. The Fermanians predict both will do very well and will be available most of the month.

Another of Cinema Pine’s beloved features is Live from the Met, broadcast to the big screen about once a month from September to May. These are live performances of operas presented by the Metropolitan Opera in New York and include interviews with performers and technical staff during the intermissions.

For more information about Cinema Pine: 450 229 PINE or www.cinemapine.com



Cancer Support Group
Next Meeting
August 20

The Laurentian
Region Cancer
Support Group

will next meet August 20 at 1 pm at Chalet Bellevue in Morin Heights. Option also to attend via Zoom. Meetings are free and open to people living with cancer and their loved ones or caregivers. To reserve a place or receive the Zoom link for the August meeting, or to receive more information about this non-profit peer support group call 450-226-3641 or email cancer.laurentia@yahoo.ca.









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Let's be careful in Saint-Sauveur

Following the 2021 road report, published by the Société de l'assurance automobile du Québec (SAAQ) and which reports 127 accidents that occurred in Saint-Sauveur, the City of Saint-Sauveur reiterates the importance of adopting safe driving when traveling on its territory.

This call for caution echoes the message of the City's road safety campaign: "Here, we drive smoothly".

Launched in June 2021, this awareness campaign aims to encourage road users to drive carefully and be vigilant when traveling on the St-Sauveur road network and around school zones. Pedestrians, cyclists and schoolchildren are also challenged and encouraged to share the road safely.

“To enforce speed limits, the City has resolutely taken drastic measures. It has, in particular, equipped itself with speed recorders and displays, has carried out road markings, in addition to having installed 250 delineators and more than 150 signs identifying the maximum speed in various problematic sectors. Also, since last May, we have reduced the speed limit, from 40 km/h to 30 km/h, in several problematic residential streets. In short, all of these targeted measures have one and the same objective: to improve safety on our road network and reduce the number of accidents. Achieving this requires teaming up with road users, be they drivers, cyclists or walkers” says Jacques Gariépy, Mayor of Saint-Sauveur.

To resonate with the message "Here, we drive smoothly", the City has resumed displaying its famous pink signs, bearing the image of the awareness campaign, in addition to piloting a campaign on social networks and make a range of useful information available on its website at vss.ca/here.

To consult the SAAQ's 2021 road report, go to the organization's website at saaq.gouv.qc.ca/saaq/documentation/bilan-routier/.



About Sainte-Adèle

Chris Lance - Main Street

July was a very nice month to live up here in the Laurentians. The nights were cool and the days were filled with pleasant temperatures allowing the lakes to warm up for great swimming in our region. Activities abound, and Sainte-Adèle encourages those activities. Biking at Parc du Mont Loup Garou and P'tit Train du Nord are very popular. We have 23 parks and green spaces in Sainte-Adèle with plenty of activities within these parks. The tennis courts are free for citizens to play on clay courts. The Plage Jean-Guy-Caron on Lac Rond is a great place to take a plunge after a couple of hours playing petonque, tennis or a jog to stay in shape. You can drop off the kids at the beach and get the shopping done.

There are five courts for pickleball at Parc Claude-Cardinal near the center of the town. The hours of league play, organized by Robert Desmeules (514-794-9447), are Monday from 9 am to 12 pm; Tuesday from 9 am to 12 pm and from 6 pm to 9 pm; Wednesday 9 am to 12 pm; Thursday from 9 am to 12 pm and 6 pm to 9 pm; Friday 9 am to 12 pm and Saturday 9 am to 12 pm.

If you are a book worm, you can find Book Boxes in which you might find a summer read or you can leave a few books for others. These boxes can be found at Plage Jean-Guy-Caron, Parc des Pentes 40-80, Parc Lépine, Parc du Mont Loup-Garou, Parc Claude-Cardinal, Parc de la Rivière Doncaster and Croque-livres Parc Claude-Henri Grigon (children's books).

For all on-going activities in our town visit the website ville.sainte-adèle.qc.ca

There are lots of great restaurants and cafés in Sainte-Adèle or visit the bakery Au Vieux Four on rue Valiquette. Just follow your nose, they have good homemade desserts and of course fresh bread. An evening at the Cinema Pine is always a fun family activity on a rainy night.

Library hours this summer in our shopping center area are : Monday: 10 am to 4 pm; Tuesday, Wednesday, Thursday and Friday: 12 pm to 7pm; Saturday: 10 am to 4 pm and closed on Sunday.

We still have one summer month left to enjoy. Get out and take a walk, swim, play, barbeque, rent a boat and float on a lake. Take in the sun, read, relax, reset, enjoy your friends and family or, find a summer job. This life is short, so make the best of it, outdoors.



Arundel News

Janet Thomas

ARUNDEL ART SHOW
Aug 13: 10 am – 4 pm
Arundel United Church
17 rue du Village, Arundel

Feast your eyes on the work of 30 professional and semi-professional local artists: painters, sculptors, ceramists, and stained glass artists. You will discover something for every taste at all price levels. You may well go home with a treasure you covet. Bring the whole family! There will be fun and educational art activities for children of all ages. Raffle prizes include paintings, textile art, and sculptures. Visit the Bake Table to take home some tasty homemade treats. What could be better than strolling the lawns on a warm summer day, chatting with artists and enjoying their work!

SAD TIMES IN ARUNDEL
With deep regret we note the passing of four dear members of our community in the space of three weeks: Peter Robertson, Johanna Earle, Réal Séguin and Denis Giroux. Please see the tributes on page 12.

ARUNDEL ROUGE VALLEY LEGION CELEBRATES 75 YEARS
The celebratory steak dinner is sold out, but it is not too late to buy a raffle ticket for a beautiful, original quilt donated by Victoria Quilts as a fundraiser for the Arundel Legion.
Tickets are available at the bar, by telephone to 819-687-9143 or by email at arundellegion@gmail.com \$2 for 1, \$5 for 3, and \$10 for 10. The draw will be held on September 4.

STRAWBERRY LUNCH A HUGE SUCCESS
Thank you to everyone who made the Strawberry Lunch such a success. Thanks go to the vast number of volunteers who contributed food and who worked so hard and cheerfully and, to the large numbers of hungry people who came to eat and chat with their neighbours. We served 161 lunches before running out of food. Everyone enjoyed the picnic atmosphere, eating at trestle tables under tents. The rain held off and the sun poked out. Let's do it again next Canada Day!



Mont-Tremblant wants to have a community center

Following numerous requests from the population, the City of Mont-Tremblant has come to the conclusion that a community center would be a positive addition for the community by making it possible to offer citizens a place for gathering and for entertainment for all age groups. It could also meet the growing demand from non-profit organizations in the area for access to meeting rooms as well as the expansion needs of the Culture and Recreation Department.

Planned acquisition of Center de Quilles St-Jovite

On June 13, the Municipal Council of Mont-Tremblant gave notice of motion for a draft loan by-law to acquire the Center de Quilles St-Jovite, located at 31, chemin de Brébeuf.

The Council also granted a mandate to carry out an opportunity study in order to determine the different uses that could coexist in this building, the possible operating costs as well as the costs of the development work.

Relocation of the Culture and Leisure Department

In addition to a community centre, the City would like to relocate the Culture and Recreation Department there and provide it with adequate storage space. In this scenario, the current offices at the Aquatic Complex could then be converted into platforms for the offer of sports and leisure courses and workshops.

Funding

The development work is eligible for a government subsidy covering up to 60% of its value. In addition, certain financial reserves, as well as the unallocated operating surplus, may be used if necessary to reduce the amount of the loan by-law, the value of which will also be specified by the opportunity study. . A property valuation mandate for the building has also been given by the City in anticipation of a possible acquisition at its fair market value.

A 2nd consecutive month with few fires in Quebec

In July, the Society for the Protection of Forests Against Fire (SOPFEU) fought a small number of fires for a second consecutive month. Forest firefighters had to fight only 43 fires, which affected a total of 24.8 ha of forest. These data are clearly below the average of the last ten years for a month of July, when there were 93.8 fires affecting 5,883.9 ha. This result can be explained by a month of July punctuated by several low pressure systems, which regularly crossed the province, preventing the forest fuel from drying out. However, these depressions were often accompanied by thunderstorms, which created 10 lightning fires. Although the fires started by lightning correspond to 23% of the fires listed for the month of July, they generated 90% of the affected area.

Resource Loan

This quieter month of July in Quebec allowed SOPFEU to come to the aid of Alberta, which was struggling with several forest fires. Three sections of twenty forest firefighters left Quebec on July 25 for Western Canada in addition to nine fire management specialists. All staff involved in this two-week mission, including forest firefighters, came from all over Quebec.

Caution remains important

Since the start of the 2022 season, SOPFEU has intervened on 308 fires, which have burned 231.8 ha, while the average of the last ten years, at the same date, amounts to 382 fires for an area of 18,747.9 ha.

Even though the summer season is well under way and greenery has settled over the entire territory, SOPFEU points out that the forest fire season is not over yet. Badly extinguished campfires, cigarette butts and off-road vehicles can all start a forest fire. The organization invites the public to consult the fire danger on its website or mobile application before engaging in activities in the forest.

For information visit www.sopfeu.qc.ca .



STRICTLY BUSINESS

By Lori Leonard - Main Street

Welcome to:

Father-daughter team **Genis Riccio** and **Mercedes Riccio** who recently opened **Boulangerie du Village Bakery**, 1965 Village Rd., St. Adolphe d'Howard. They offer amazing, mouth-watering cannolis, zippole, pastries, chocolatines, croissants and many delicious takeout meals such as homemade lasagna, Italian meatballs, meat sauce, Italian sausage and vegetarian sauces. They also offer authentic Italian pizza squares and a variety of artisanal breads. Open Tuesday and Wednesday: 8 am – 6 pm, Thursday, Friday and Saturday: 8 am -8 pm, Sunday: 9 am – 5 pm. 819 714-0255, FB: Boulangerie du Village



Congratulations to:

New owners of **La Folia Boutique**, **Mireille Côté** and **Martin Monette** who took over the reins from former owner **Ritchee Philibert** on January 20. The store features 2 new brands of women's clothing: Orange Fashion Village and Fall, Why Not. Of course, they will also carry some previous brands as well. They now offer a men's section of clothing, carrying the new brand Rue St. Patrick. They also feature pareo pants, shirts, Moroccan lamps, purses and scarves. Other interesting items for sale include handmade funky and Caracol earrings, beautiful wood watches and sunglasses. Artisanal jewelry designed by Atelier Zuma in wood and resin are also featured. Wishing you lots of luck with La Folia! 450 227-8252 / FB: La Folia / lafolia.ca



Speaking of **Ritchee Philibert** and **Marie-Claude Émard**, the previous owners of **La Folia** in St. Sauveur, their new brand name is **Mano Cinco**. They still sell unique stylish women's dresses, jewellery, children's toys and special gift items. These items are sold at their booth at Beat Vallée, located on the premises of Mont Blanc. They will be there on Sunday, August 21 and Sunday, September 11 from 1 pm to 9 pm. Ritchie has been very involved with music and plays mixed music and electronic music at the Beat Vallée on occasion. Facebook: Mano Cinco.



William Lussier and **Dominique Breault**, owners of the new **Le P'tit Refrain du Nord**, a music boutique, at 10 rue Principale, Ste. Agathe des Monts. The boutique opened last October. They sell many musical instruments including pianos, guitars, ukuleles, mandolins, banjos, cables, musical accessories and feature the Yamaha line of products. They also offer guitar workshops and singing classes, private and group classes and, a class called Musical Awakening for children aged 3 to 7. There are other wonderful singing classes for adults as well. So, if you have plans to take up singing classes or a new musical instrument, be sure to visit Le P'tit Refrain du Nord. We wish you lots of luck with your new boutique! 450 675-6700 / FB: Le P'tit Refrain du Nord / coursdemusique.ca



Did you know that:

Clinique Dentaire Saint-Sauveur has moved its office to a new premise? They are currently located at 126, Ch. du Lac Millette, St. Sauveur, situated between the IGA and Baton Rouge. Their old offices at 70, rue Principale are now closed. Dentists working from this new locale are **Dr. Boyer, Dre. Fortin, Dre. Mance, Dre. Allaire** and new dentist, **Dre. Ainsley-Drouin** has also joined the team. All of them look forward to serving your dental requirements in the near future. Good luck to all of you in your new location! For an appointment: 450 227-4744 / cliquedentairestsauveur.com



If you like a smoky flavour to your food or beer that there is an amazing smokehouse called **Boucannerie Belle-Rivière** at 8871, rue St. Vincent in Ste. Scholastique (Mirabel)? Owner and butcher **Fredéric Legault** offers delicious smoked meat, smoked ham, smoked sausages, smoked pork chop, jerky and guess what, even smoked beer called Le Boucanneux! Drop by to check it out and say hi to Frédéric. Open Tuesday to Saturday from 8 am – 5 pm. 450 258-3412 / FB: BoucannerieBelleRiviere



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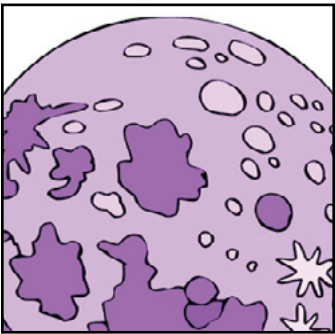


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Zach Factor

Sirius Rising

Lys Chisholm & Marcus Nerenberg - Main Street

These are the ‘dog days’, the season of intense heat and dryness. The term comes not from watching our lounging dogs, but rather with the heliacal rising of the star, Sirius, in the constellation Canus Major, visible on the eastern horizon in the early morning August sky. The name, from ancient Egyptian, means ‘scorching or sparkling’ and, for most of our summer it remains hidden.

We no longer look for Sirius, however its significance was once immense. Egyptian calendars were corrected to the point of the rising of the star Sirius and the annual flood of the Nile, and they produced a calendar more accurate than the Julian we use today with its wandering day that needs a corrective leap year every 4 years.

Many cultures around the world have similar legends of ancestor gods traced to the star Sirius; cultures that had no former connections, due either to time or distance. Our euro-academic interest in these ancient cultures was magnified in the 1930’s after two ethnologists, Marcel Griaule and Germaine Dieterlen, traveled as part of the Dakar-Djibouti Mission (1931–33). A large French team composed of ethnologists, sociologists and linguists met the isolated Dogon tribe of Mali. The research notes they brought back stirred the imaginations of modern ‘ancient astronaut’ theorists like ‘Chariots of the Gods’ author, Erich Von Daniken and author, Robert Temple.

The very simple and spiritual Dogon revealed deep astronomical knowledge of the origin of their gods from the star, Sirius. Called, the ‘Nommo’, they described these visitors as amphibious beings who lived in water but could walk on land. Their eyes were “brighter than the sun” ... voices could be heard “from the next village”. To deepen the mystery, the Dogon had star maps given to them by the Nommos of where they were from. Without any telescopes, nor any previous contact with astronomers, they were able to describe the location of the star Sirius, its size, its density and, the 50-year orbit of its sister star. Of many astronomical truths, they informed the researchers that the Sirius system was a triple star and that the planet from where the Nommo hailed was part of the (Sirius B) solar system. Sirius B is not possible to see with the naked eye and Sirius C, a potential brown dwarf, was only confirmed using orbital analysis in 1997.

What makes the Dogon story so profound is how descriptions and similar names are repeated in ancient cultures. Despite the uniqueness of the Dogon language, ancient Sumerian culture describes an early god, Dagon, a half fish, half man who was a warrior god-king. He was responsible for fertility, having taught the Sumerians how to cultivate grain. He was said to have come from the stars and lived in the sea.

In the ancient pre-Celtic lore, we have the god Dagda, a father figure, god of fertility and strength who, again, came from the heavens and lived in the sea. It is always exciting for astronomers when cultural lore and astronomy merge together. The home of Dagda was built on Red Hill of Newgrange, Ireland, and medieval poetry referred to the ever present structure as the “Womb of Bo ‘inn” (Dagda’s lover). Astronomers were able to calculate, with data from the late Neolithic period, how the rising of Sirius along with the rising Sun would be optimally visible from inside the rock structure on the winter solstice. Its celestial path followed the Precession of the Equinoxes for thousands of years until the Bronze Age.

The Japanese Emperors record descending from a FishGod who lived in the sea and, have statues of him that they call the “Dogu”. Legends and cave drawings of ‘mer-people’ abound worldwide. Stories from North American indigenous people reference Sirius from the Dakota and Lakota Sioux to the Cree Nation to the Zuni. The first peoples have multiple legends of the Star People who came here and taught how to nurture, grow crops and build community.

How we are linked to Sirius today is an evolving awareness. Some scientists believe we have a special electromagnetic link due to its proximity of 8.6 light years. Our origin ancestor stories may yet be revealed, just as our new James Webb telescope looks backwards in time to the beginnings of the known universe. To see the first appearance of Sirius, before dawn, begin looking south-east and left of the familiar 3 stars of Orion’s Belt; the brightest star will reappear around 5 am on August 16, near the horizon.



Ethnologist Marcel Griaule recorded the story of Sirius and its spiritual connections to the Dogan tribe of Sangha village, Mali, circa 1935. Photo Credit: Fonds Marcel Griaule; Bibliothèque Eric-de-Dampierre, MAE, Université de Paris Ouest Nanterre La Défense.



The Story Behind

The North River

Joseph Graham - Main Street
joseph@ballyhoo.ca

Thousands of tributaries, streams, springs and small lakes contribute to the headwaters of the

North River system. Most of them seem to bubble right out of the ground as though the Laurentian mountains were a place where water itself was created. This extraordinary system ties the whole lower Laurentians together in its sustaining web, belying the arbitrary-sounding name that it bears. The North is actually the southernmost river in the Laurentians. It is also the least navigable and its headwaters are found at a high elevation.

At one time, the rivers were the transport and communication channels, linking the whole continent together and they were used. Following the river and portage routes could take you to the Gulf of Mexico, if that’s where you wanted to go, but today’s GPS systems see only the bridges over the rivers. The most common approach to the North River’s basin today is by car from Montreal and Laval. Crossing the flat plain of the St. Lawrence Valley the Laurentian mountains look like a wall in the distance. Once you climb out of the plain, you cross the North River and move ever higher, from St. Jérôme to Ste. Adèle, where the river flows 600 feet above sea level. As you continue northwest, speeding up the Autoroute, you climb to another point where the river flows through Ste. Agathe 1200 feet above sea level. You have arrived in the headwaters where the lakes seem to create water. At Mont Blanc, the river is gone, and you can find creeks connecting clear lakes as high as 1500 feet above sea level. At that point you will be on a ridge known as the St. Narcisse Moraine.

Beyond the ridge, you descend rapidly into the valley of the Devil River. Within a very few miles, you are in the town of Mont Tremblant, and the elevation is the same as it was in Ste. Adèle, but the river is a part of a different system. You have crossed the divide between the North River basin and dropped into the Rouge River basin. From the top of the ridge, the waters run in two directions, one through the mountain lakes that form the headwaters of the North, and the other, quickly down to the Devil which flows into the Rouge River at Brébeuf.

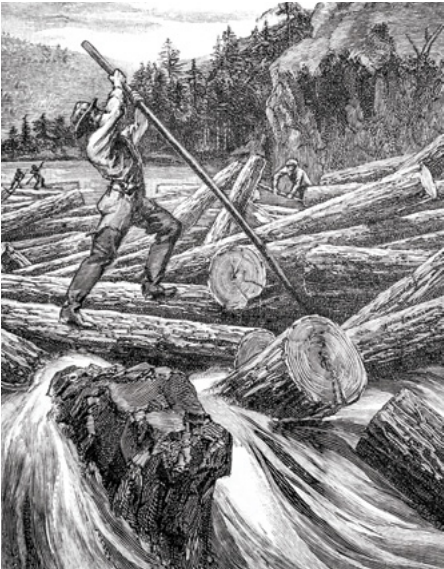
For well over sixty thousand years the Laurentide Ice Sheet pushed and scraped the hilltops of the Laurentians towards the southeast, leaving the higher peaks polished and rounded beneath one-and-a-half miles (2 km) of ice. Eleven thousand years ago, this glacier was in retreat and most of the lower Laurentians was free of ice, but then the ice sheet rallied and for a 500-year period it oscillated indecisively south of the Rouge River Valley, pushing gravel and rocks as it advanced. Finally, the glacier receded, leaving the gravel and rocks along a ridge that crosses the province. That ridge, the St. Narcisse Moraine, is a wall sitting on the hilltops above the valley. Water held behind that ridge had to find a different route to the Ottawa River and in the process was captured in rocky basins as it meandered through the hills towards the southwest. The high mountain ridge that so clearly marks the southern wall of the Rouge River Valley also forms a barrier to the northwest wind forcing the weather systems to climb into the hills as they follow their course to the southeast, dumping precipitation, particularly snow, onto the rocky upper reaches of the North River basin.

Clear mountain lakes spill from one to the other through the rounded rocky hills. Running through Val Morin to Ste. Adèle, it forms exciting waterfalls and whirlpools, skirting around mountain ridges then joining the Doncaster River in Mont Rolland and pushing on towards St. Jérôme before turning west to go through Lachute and on to empty into the Ottawa River at St. André d’Argenteuil.

When humans, the Weskarinis of the Algonquin people, moved into the area vacated by the ice, they came from the west, along the Ottawa and up its tributaries. Confronted by the St. Narcisse Moraine, they could portage through it into the hills, meeting up with family who came up the Rouge. They all returned each summer to the teeming plenty of the Ottawa, meeting the Mohawk who came up from the St. Lawrence and the Wendat who came down the Ottawa. Both of these were farming peoples with lots to exchange with the Weskarinis, who were hunters and manufacturers.

The mouth of the river, the place where its tributaries flow into the Ottawa, was the first part of the system to be settled by Europeans. Today we think of the North River basin as being dotted with communities, crisscrossed by bridges, and flowing through old dams, evidence of abandoned mills. To the early Europeans, it was just a fairly average sized river that they slowly colonized, lumbering and farming.

The first surveyors, most likely engaged by Charles Joseph d’Ailleboust of Argenteuil near Paris, surveyed the newly created seigneurie that we call Argenteuil in the early part of the 18th century. It is doubtful they could have done it before the Great Peace that was signed between the Iroquois and French in 1701, even though the Argenteuil seigneurie was created in 1685. Arriving from the Ottawa, they made their way along the river to Iles aux Chats and found that the next five miles of river ran practically straight towards the north-east. They came to a great waterfall and dutifully marked this feature on their map, calling it La Chute. Going further up, they found other tributaries, but the main part, lying to the north, was dubbed the North River. Over the next hundred years, as communities grew, with their mills powered by the flow of the river milling lumber and grinding grain, no-one ever challenged the name or changed it.





Garden Talk

Growing Joe Pye weed in the garden

June Angus - Main Street

Looking for a native flowering perennial that will bloom from midsummer through to September? Consider growing Joe-Pye weed, but don't let the name fool you. While it may be called a weed, this tall showy plant that grows in the wild also makes a great addition to any cultivated perennial garden.

Bees and butterflies, including adult monarchs (but not the larvae), love feeding on the beautiful pinkish mauve flowers of this North American native that is part of the aster family. Even though it's not poisonous, deer and rabbits don't like the taste or texture so they stay away.

The plant apparently got its name from an indigenous medicine man named Joe Pye who found it growing in the nearby woods and used it to make a concoction that was supposed to cure typhoid fever. His brew is said to have halted an epidemic that raged in Colonial Massachusetts. Both the flowers and seeds have also been used to produce pink or red dye for textiles.

Joe-Pye weed prefers growing in full sun but will tolerate partial shade. It does best in medium to rich soil that is kept very moist. Typically it will grow to 4 to 6 feet tall (120-180 cm) and spread 2 to 4 feet (60 to 120 cm), making it perfect along a fence or as the background in a large perennial bed. It also works well in any naturalized area of a garden. Group it with similar woodland plants and ornamental grasses.

When in bloom, from a distance it's easy to confuse Joe-Pye weed with Swamp Milkweed. Because it prefers moist soil, it grows in the wild in the same areas as Milkweed. But a closer look at the stems and foliage quickly erases any mistaken identity. Joe-Pye weed leaves are long spear-shaped, dark green and coarsely-serrated. They grow in clumps of 3-4 from a central stem. Milkweed leaves tend to be shinier and fleshier. Another clue: Joe Pye weed stems and leaves don't release the milky-white sap characteristic of Milkweed, nor does it produce seedpods.

If you don't already have this wildflower growing on your property, you can usually find it in nurseries and garden centers. While there are actually several varieties, they are all generally called Joe-Pye weed. However, note that it may also simply be labelled as *E. maculatum*.

Joe Pye Weed is easy to start from seed. Once established, it can spread quite easily, so keep this in mind when selecting a planting site. To direct sow in fall, scatter seeds across the bed and lightly rake them in. Keep the soil moist until the ground freezes. To plant in spring, start the seeds indoors about five weeks before spring temperatures are consistently at 10° C or above. Sow the seeds about 1/8 inch deep in containers of potting mix. Keep the containers at around 18°C. Transplant your seedlings when they reach about 2 inches tall and space them about a foot apart. It can take a year or two until they become established and mature.

Older plants also can be divided and replanted in the early spring as new growth starts, or in early fall before all of the leaves have dropped. If the center dies out of a Joe-Pye weed cluster in the garden that's a sure sign it's time for division. Dig up the entire clump, cutting away and discarding the dead center material. You can then replant the divided clumps. Plants die back to the ground in late fall. This dead growth can be cut back or left over the winter and cut in spring.

While Joe-Pye weed does spread, it is not generally considered invasive. So if it ends up where you really don't want it, simply dig up and move it to a better spot. Better yet, pass the plants along to a neighbour or friend.



Word Play

Unwrapped

Louise Bloom - louisebloom@me.com

I recently attended a children's birthday party where the central activity became the unwrapping of gift after gift. The 6-year-old celebrant and her younger sister would pull and tear, with increasing fury. It appeared the focus on the wrapping, as well as the shape and size of the unknown gift, far exceeded any excitement of the actual discovery of what was hidden inside.

These days you will be hard pressed to find a product that doesn't come in some kind of packaging or wrapping. While at times this is to protect, it is also often to disguise, to advertise or to distract—one could even argue, to deceive.

Even vegetables, which need no wrapping, are often presented in plastic containers that invite by design. The printed messages on our food products shout phrases like "world's best" or "supreme" or "free run, grass fed, extra-large, hormone free" and other appetizing descriptions that sometimes leave us head scratching as we struggle to choose. Images of smiling barns and sun filled meadows suggests (without proof) that what we eat is raised in an idyllic environment. Plastic encased chickens are adorned with printed allegations to have been "grain-fed and air chilled", calling upon us to believe that these practices are out of the ordinary and create a better product. Don't chickens always eat grain, and what does chilly air have to do with it?

Cosmetics are even more most competitive in their selling approach, because here the packaging essentially is the product. These mystery goods, shampoos for example, are often filled with all kinds of unpronounceable chemicals and are sold in seductive bottles that sport claims and promises often so exaggerated that one is torn between embarrassment and a kind of dare-I-hope thinking. Skin moisturizers fall into the same category, the packaging a talisman of beauty, at a hefty price.

The merchandizing of clothing is another area where the act of presentation ventures beyond the borders of integrity. Logos are emblazoned, of course, on the bags in which we carry the precious product. The logo is printed as well on the clothing itself, becoming a part of the identity of the wearer. Trends are set in this manner, as the body itself becomes a vehicle of advertising. The product is another wrapping.

And what of us, the buyers? Through our various social media accounts, websites and dating profiles, are we not also packaging ourselves, advertising our greatest virtues, showing our best angles? The world of social media invites us to present what we believe will sell (ourselves), as we imitate the tactics that habitually persuade us to buy. The outside, the covering, becomes the product.

While reviewing gift wrapping and packaging, the subject of coverings, I began to uncover some of my own questions. How much are we impacted by the subtle message of all these wrappings? Does wrapping suggest that we are a culture that focuses more on that which is external? Each of us has to unwrap that for ourselves.

Louise Bloom is a visual artist and writer interested in the power of narrative and images to transform consciousness and awaken us to well-being.

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Obituaries

SAD TIMES IN ARUNDEL

With deep regret we note the passing of four dear members of our community in the space of three weeks: **Peter Robertson, Johanna Earle, Réal Séguin** and **Denis Giroux**.

Remembering Peter Robertson: Dearly loved husband of Margaret Cooke, Pete died suddenly of heart failure. As a young man, Pete joined the Armed Forces and later moved on to the Canadian Search and Rescue Group, working both at home in Canada and overseas. This is where he developed his great interest in humanitarian aid. He spent most of his life working for various NGO's on humanitarian missions abroad, latterly as Country Director. His last two assignments were in Afghanistan and Central African Republic. We knew Pete to be a well-read, widely travelled, and highly intelligent man, with an amazing capacity to read, learn and remember. When he met and married Margaret, he designed and built their eco-friendly home as a nest for the two of them. According to Margaret, "He was one of the most intelligent men I have known. I am grateful for every day I was with him."

In Memory of Réal Séguin: Everyone who knew Réal understood his happy, creative approach to life. Not only was he a skilled chef, but also an innovative carpenter. Réal made a wonderland of the Arundel property he shared with his beloved wife, Marlene. Réal grew up in La Minerve, an identical twin among 10 children. As a young man, he adventured west to Alberta, where he worked as a chef and married Marlene, his soul mate. Together, they later moved to B.C. where they raised their three children of whom he was so proud. Réal was an optimistic spirit who whistled his way through the toughest days. He loved to travel, ski, garden and kayak. He built snow castles for his children and grandchildren, and loved to make people laugh. His joyfulness touched everyone he met. He will be deeply missed.

In Memory of Denis Giroux: Denis grew up in Montreal, where he studied accounting at Concordia University. After graduation, he travelled to Australia, India and the Himalayas, and through western Europe. Returning home, he came to work at the Mont Tremblant Lodge, where he met his life-long partner Elaine Munro, from Arundel. Together, they built the log home on the 327 to Tremblant. Later they bought and refurbished the old Bank of Montreal opposite the Municipal office where they lived for 33 happy years, and where his spirit will always remain.

A Tribute to Johanna Partridge Earle
Johanna died July 1, 2022 after a very successful and productive life. She called herself a "completer", meaning that she saw the job through from start to finish. Johanna had a successful career in teaching, and she also worked in finance for several banks, ran a store in Florida, and worked as an accountant at Gray Rocks. Her strong sense of social justice led her to become a Director, and later the President of a newly-formed association to provide assistance to, and defend the rights of, the handicapped - an initiative to which she devoted herself for over forty years. As Councillor and Mayor of the Municipality of Arundel, Johanna planned our 150th Celebration, numbered our houses, and formed the First Responders. Johanna was a driving force behind the establishment of the Stephen Jake Beaven Residence and Community Health Clinic now located in Montcalm, a project to which she contributed an untold number of volunteer hours as well as financial assistance over decades. Johanna called her life "a narrative of love, happiness, and accomplishment". She said she was "an ordinary woman who had extraordinary moments in a life well-lived". What an understatement!

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Main Street Money

Ladies’ Investment and Financial Education

Developed by Christopher Collyer, BA, CFP

10 Simple money management tips

Start moving towards financial security for your family with 10 simple money management tips. Knowing you have enough money to pay for what you want, today and in the future, is one way to feel financially secure. It’s also one of the reasons many of us save, invest and insure our assets. Here are 10 simple money management tips that can help you and your family feel more financially secure.

Create a comprehensive budget – write down how much money you receive from your salary, bonuses, benefits reimbursements and other sources. Compare that to all of your expenses to ensure you have enough money to cover everything you need.

Spend less by trimming day-to-day costs – identify areas to save, such as on your cell phone and cable television plan, or, by planning meals and groceries to avoid takeout lunches and last-minute ordering in.

Eliminate unnecessary costs – make a list of your current bills and their due dates, and pay your bills on time to avoid late fees and penalty charges.

Find ways to pay less interest on your debts
Focus on paying off debts with the highest interest rate first
Keep up with required payments (such as monthly minimums) on all your debts
Consolidate your debts into an “all-in-one” type of bank account or a secure line of credit so you can make a single payment each month
Talk to a debt counselor—you may have free access through your employer’s Employee and Family Assistance Program (EFAP)

Set clear goals to help accelerate your savings – write down all the things you’re saving for, then work out how much you need to set aside each month to reach your goals in the timeframe you want then “pay” yourself this amount each month as if it is another bill.

Don’t pay more tax than you need to – find out what tax bracket you and your spouse are in and submit claims like child care costs, medical expenses and charitable donations with the tax return for whoever is taxed at a higher rate.

Use online banking to
Set up payment reminders
Schedule future bill payments
Review your spending

Make the most of workplace plans – take full advantage of group retirement plans, including matching programs, and reduce taxes and out-of-pocket expenses with flexible spending accounts and health benefits.

Save for retirement now, regardless of your age – plan to save enough to top up guaranteed government sources such as the Canada Pension Plan (CPP).

Work with an advisor - reduce financial stress and start to feel financially secure
Get help setting goals
Develop a customized financial plan
Prepare strategically for life’s financial milestones

That last tip may be the most important. People who feel financially secure are over five times more likely to be working with an advisor than those who say they are struggling with their money, according to Ipsos Reid’s 2015 study on health and wealth.

Furthermore, households working with an advisor have about two times more financial assets than households that forgo advice. If you don’t have an advisor, we can help you find one.

Christopher Collyer, BA, CFP
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This content is provided courtesy of Solutions from Manulife. If you would like to discuss the aforementioned subject, I can be reached at 514-788-4883 or my cell 514-949-9058 or by email at Christopher.Collyer@Manulifesecurities.ca

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Grand McDon 2022

The Argenteuil Hospital Foundation (FHA) is pleased to announce the results of the Grand McDon, which took place on May 11, 2022 at the McDonald’s Restaurant located at 237 rue Bethany in Lachute as well as that of Grenville located at 40 rue Maple, exceptional partners for the Foundation for several years.

During this day, 10% of the sales of food products and beverages were donated to the FHA. In addition, volunteers were also on hand to collect donations. A total of \$11,042 was raised, which will be used to fund new neuropsychological assessments for teenagers in the region.

We would like to thank the Giguère family and the entire team for their dedication and loyalty to the Foundation. We also thank the many volunteers who make this event a success year after year. A special nod to our police officers and firefighters for their dedication to the cause!

The FHA thanks ALL donors and volunteers who make these events possible! Our whole community comes out on top.

Thank you ALL.

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Plan your trips during the Mont-Tremblant Half-Marathon

Sunday, August 14, The City of Mont-Tremblant will host the Mont-Tremblant Half-Marathon. Traffic obstructions are to be expected between 5 am and 2 pm, as well as modifications to the Mont-Tremblant BUS circuit. All services and businesses will remain accessible during this period.

For full details of the detours, traffic restrictions, consult the obstacle map at www.villedemont-tremblant.qc.ca/demi-marathon.

Public bus transportation in Mont-Tremblant will also be affected. For more information visit BusMontTremblant.ca or call 819 425-8614.



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Real Wine for Real People

Sulfites in wine
- helpful or
harmful?

April Sirois – Sommelier - ISG

Sulfate dioxide or, SO₂, definitely has a bad reputation when it comes to wine and popular opinion. That could have a lot to do with the ‘contains sulfites’, legally required to grace almost all bottles of wine sold. Only those with less than 10 parts per million (PPM) are exempted, and here’s the rub – the fermentation process can produce more than that naturally, without any added SO₂, meaning that even many ‘no added sulfite’ wines must display the offending words on the label.

What is SO₂? Well, it's a preservative that's widely used in winemaking (and most food industries) for its antioxidant and antibacterial properties. SO₂ plays an important role in preventing oxidation and maintaining a wine's freshness. There are very few wines that are made without some use of SO₂. This is because wine is perishable, prone to oxidation and the development of aldehyde off-odors. SO₂, particularly for white wines, is important for freshness.

Wines without any SO₂ generally have a shorter shelf life – about six months and, need to be kept in perfect storage conditions. Given that a winemaker has very little control over the wine’s storage conditions from the time the wine leaves the winery until it is consumed, it is little wonder that SO₂ is so widely used to help guarantee that the bottle of wine you open will be fresh and clean, and taste as the winemaker intended.

So, are sulfites in wine harmful? Probably not, at least not in the minuscule amounts found in most modern wines, typically 20-200 PPM. Compare that to a handful of dried fruit, which will have been dosed with anywhere from 500-3,000 PPM. While this amount could theoretically cause an adverse reaction in an asthmatic, it's extremely rare. So if you regularly eat dried fruit and do not have any adverse reaction you are probably not allergic to sulfites.

Sulfite intolerance reportedly affects less than 1% of the population. Sulfites are likely not responsible for your hangover either, as Andrew Waterhouse, professor of enology at UC Davis, asserts: ‘There is no medical research data showing that sulfites cause headaches.’ Medical research is not definitive on the relationship between sulfites and headaches. There are many other compounds in wine such as histamines and tannins that are more likely connected to the headache effect, not to mention the alcohol in certain quantities.

In most countries the maximum levels of sulfur dioxide that a wine can contain are 210 ppm for white wine, 400 ppm for sweet wines and 160 ppm for red wine. Why do red wines have less sulfites? They contain tannin, which is a stabilizing agent, and almost all red wines go through malolactic fermentation. Therefore, less sulfur dioxide is needed to protect the wine during winemaking and maturation.

Remembering that dried fruit has 500 to 3000 ppm these numbers for wine don't seem too bad, now do they? So the next time you think that it was the sulfates that left you with that headache and general malaise, know that it is most likely something else that you should be blaming.

~ Cheers



I'm Just Saying
A pause for reflection

Ron Golfman - Main Street

I had intended to morph recent events and pour them into a blender but changed my mind when sensing that the end result would illustrate a batch of distasteful rhetoric and damaging refuse. The self-righteous, regressive events, concerning men deciding a woman's health and, future without any male responsibility was tasteless enough without making another concoction of regressive and awful goo. Even debating 'Freedom' crusaders in this context produces a concoction, which really amounts to me, me, me, so let's reflect clearly and toss the vanity.



The separation of church and state is fading, the far-right group that entertains the resurrection of J.F.K., a Democrat, makes us laugh nervously, yet the reality is that people actually buy this notion. There is more Disney animation in this than found in all of Epcot Center.

Allow me to offer some food for thought. To be fair, I will start with something from a Republican, mostly respected by all sides, Abraham Lincoln, on ‘change’:

"The dogmas of the quiet past are inadequate to the stormy present."

“The occasion is piled high with difficulty, and we must rise with the occasion.”

“As our case is new, so we must think anew and act anew. We must disenthrall ourselves.”

The last quote is one I have tried to reflect most of my life and have passed on to my children to consider. The 'us and them', and 'me' people can grow upon these words of wisdom, I'm just saying...

The Guy in the Glass
a.k.a. The Man in the Mirror & The Man in the Glass
Dale Wimbrow, 1934

“When you get all that you want and you struggle for pelf
And the world makes you king for a day
Then go to the mirror and look at yourself
And see what the man has to say.

For it isn't your mother, you father or wife
Whose judgement you must pass
But the man whose verdict counts most in your life
Is the one staring back from the glass.

He's the fellow to please - never mind all the rest
For he's with you clear to the end
And you've passed your most difficult test
If the man in the glass is your friend.

You may be like Jack Horner and 'chisel' out a plum
And think you're a wonderful guy
But the man in the glass says you're only a bum
If you can't look him straight in the eye.

You can fool the whole world down the highway of years
And get pats on the back as you pass
But your final reward will be heartache and tears
If you've cheated the man in the glass."

We can do better!



Buying a vacant lot is simple, or is it?

Lucyne Farand

The answer is NO, it is not as simple as it appears! Here are a few things to be aware of before signing on the dotted line:

Location: it is the only thing that you cannot possibly change. Is the location noisy? What is the orientation of the location? Will rain water accumulate or cause any issues?

Zoning: What is the zoning? Some municipalities have restrictions concerning short- term leasing. Is parking an RV allowed? Are there any special restrictions or limitations?

Restrictions: Are there any special private restrictions? Some lots may be subject- ed to a homeowner's regulation and / or membership fees.

Utilities: Is there easy access to electricity, Internet, cell phone coverage? Is the land too close to power lines? Does the city provide utility services? Do you need a well and a septic system? (permits are required).

Access: Is there easy access to a public or private road? Private roads are often a hassle as you may need to pay for snow removal or any other road-related issues.

Boundaries: Always request a recent surveyor's certificate so the boundaries of the lots and / or any right of ways are clearly defined.

Flooding: If the land is close to a lake or waterway, what are the high and the low water lines? Are there any risks of flooding? Storms are part of our reality now.

Soil: A soil test is a good idea. You may have solid bedrock close to the ground level, which requires costly excavation or, have poor bearing capacity or another risk such as presence of ochre iron.

Building permit: Last, but not least, check with the city for the requirements and delays for obtaining a building permit for the type of building construction you are planning.

Before jumping into purchasing a lot, it is always best to be informed.



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A Forgotten Gift

By Lys Chisholm and Marcus Nerenberg

The quiet sound of the paddle as it touches the flowing river... the lift and return. The arms flex and the energy of the body merges with the wood and becomes one. The unique shape of the canoe divides the waters, and with every stroke, the paddle leads the voyager to a destination. If we have not yet had that experience by our senior years, we are truly missing what it means to be Canadian and connected to the land.

This summer, every roadway you drive will find at least one vehicle you pass with either a canoe or a pair of kayaks strapped to the roof. The anticipation of the launch moment, as these vehicles move north-bound, is felt from those in the car behind. No motorized boat, no awkward dingy, can replace the quiet splendor of moving rhythmically on an uninhabited river, in a canoe.

From a European perspective when early explorers found the estuary of the St. Lawrence River, they hopefully thought they had discovered a route to the Orient. They sailed up the broad estuary and found that the further they sailed, the narrower it became. By the time they sailed as far as Hochelaga (now Montreal), they encountered the Lachine rapids that prevented their ships from going further. The Indigenous Peoples who greeted them were key to their future and, their very survival on the land.

The First Nations People, who lived along the St. Lawrence watershed, through the Great Lakes past Thunder Bay and to rivers beyond, already were using it as a network of established trading highways. Indigenous traders loaded their canoes with furs and paddled to Quebec City and Hochelaga to trade for European wares such as iron pots and kettles, beads, needles, and fabric. Eventually, young settlers with a sense of adventure and, a lust for wealth, engaged Indigenous guides and canoes to travel upriver to trade with First Nations inhabitants where they lived. Along the way they were introduced to the lore of the birchbark canoe and its construction. It wasn't long before crews of voyagers or "courier du bois" were paddling 36 ft. freight canoes into the heart of the continent to trade for prized beaver pelts. In just over 250 years, a tsunami of European immigrants with blessings

**"What sets a canoeing expedition apart is that it purifies you more rapidly and inescapably than any other. Travel a thousand miles by train and you are a brute; pedal five hundred on a bicycle and you remain basically a bourgeois; paddle a hundred in a canoe and you are already a child of nature."
-Pierre Trudeau**

from their Kings and noses upturned at any human who wasn't Christian began to marginalize the very people who gave us our ingenious cultural legacy, the canoe. Most certainly, without the canoe, there would be no Canada.

The beauty of the canoe experience has been testified in numerous books and, by many famous Canadians from all walks of life, including the opening quote. But it is the engineering simplicity and ingenuity gathered and honored from perhaps thousands of years that is often overlooked. Dr. Jeremy Whitlock, an engineer formally with the Canadian Nuclear Association and now Section Head in the Dept. of Safeguards at the International Atomic Energy Agency in Vienna is also an avid admirer of the engineering perfection of the canoe. Calling it a "birchbark cornucopia of best engineering practices" he describes this detailed list of 8 items here in "What A Canoe Teaches Us" (<https://www.nuclearfaq.ca/canoe-machine.htm>) as a "minimization of moving parts; minimization of environmental footprint; leveraging simplicity; passive safety; operational flexibility; available supply chain and ergonomic interface. His last commentary, on the "Synthesis of needs" he describes as "... in one structure the (canoe) combines the masculine (risk taking explorer) with the... feminine (nurturing, protective, sustainable)... the keen paddler, unaware of his own spirituality, senses the "mystical allure" every time.

When we open the history books today, or when we soon make our way to the new home of the Canadian Canoe Museum in Peterborough in summer of 2023, or best of all, when we settle down into our personal canoe or kayak on a Laurentian lake or river, we must begin with a sincere moment of heartfelt gratitude to those First People whose home we chose to live in, and whose forgotten gift to us gave us a country full of natural beauty worth safeguarding for future generations. Perhaps our expanding awareness and common love of the canoe will yet become a bridge to peaceful reconciliation.

