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Malpaso Dance Company,
Photo par Ivo Roberto Baelli

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What’s On My Mind...

Our communities post-pandemic

Susan MacDonald, Editor

At first glance, it seems that life has finally returned to normal after two years of lockdowns, business closures and cancelled social activities but behind the scenes, businesses and organizations are still facing major challenges as they struggle to overcome their financial losses, triggered by the pandemic. On a positive note, with all restrictions now lifted, this summer provides a perfect opportunity for them to move forward and hopefully, earn a small profit. Now, more than ever, it is important to show our support by easing off the online bargain hunting and, return to shopping locally.

With great joy and anticipation, we can step away from our computers and look forward to the return of our live cultural events over the summer. All the great music festivals, art studio tours and agricultural fairs are back and the organizers are looking forward to welcoming us to their events. After such a long absence, I am sure this year’s participation will be outstanding!

Sport venues are also open so grab your racket, paddle, hiking poles and bikes and enjoy the warm temperatures and the great outdoors. This summer, you can breathe and enjoy the fresh air, unhampered by masks.

Community newspapers are slowly making a comeback as well, thanks to the continued support from their local advertisers. As advertising revenue continues to increase, so will page counts, which will provide more available space for your local, community content.

Main Street has also faced many challenges over the past two years but has stayed the course and anticipates brighter days ahead. This month, we were able to re-instate our local Legion events and, it is hoped that the free community pages will soon be returned as well. It’s a slow start but a step in the right direction. In anticipation, I invite everyone to send in their announcements and notices for all upcoming activities and I will do my utmost to include them in our future editions.

It has been a difficult two years and it is impossible to predict what the future will hold but, for the moment, let’s be thankful we are once again living the good life and enjoy it while it lasts. Keep your local support strong; it is what holds us all together.

Have a wonderful summer and enjoy the read...

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July 2022

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WHY THIS COMMUNITY
NEWSPAPER MATTERS:

Local businesses get post-pandemic lift from community papers

BY RUBY IRENE PRATKA



For small businesses around the country, the first abrupt lockdown of the COVID-19 pandemic came as an existential shock. Restaurants had to shutter their dining rooms, and thousands – nearly 3,700 across Quebec at last count – closed for good. The hasty closures had a crippling effect on advertising, forcing many publications to cut costs – and, in turn, content. ➔



Quebec Community Newspaper Association special feature is made possible through the generous support of our sponsors.

➔ Offering free advertising at such a difficult time may seem counter-intuitive, especially for a new publication. However, that's exactly what *The 1019 Report*, a biweekly newspaper launched in May 2020 in Vaudreuil-Soulanges, decided to do.

"When local restaurants had to do take-out, we offered them three months of free advertising to get their phone numbers out there," said Brenda O'Farrell, editor-in-chief of *The 1019 Report* and a former *Montreal Gazette* news editor. "Normally, the local pizza place doesn't need to make an extra effort to put their phone number out there, but at this time, they did."

O'Farrell says the promotion didn't necessarily give rise to long-term paid advertising. That was not the point. It did, however, help establish the paper as a publication that had the community's interests at heart. "In a crisis, if your house is on fire, I want to be the neighbour who runs over and says, 'I can aim my garden hose at your roof,'" O'Farrell said.

“*The situation shook everyone up, but it made us think about the importance of local media. People understand it now and realize we'd be lesser without it.*

~ NIKKI MANTELL,
THE LOW DOWN

The feature, dubbed *Take Care, Take Action and Take Out*, won a Quebec Community Newspaper Association Award for best community newspaper promotion.

The Low Down to Hull and Back News, in Wakefield, also turned its attention to supporting small businesses during the pandemic, even as it faced its own challenges due to lost advertising.

"We thought we were going to go under," recalled *Low Down* publisher Nikki Mantell.

In spring 2020, Mantell and her colleagues launched the *Low Down* business directory, titled *Shop Local, Folks!* They offered free 100-word advertising slots to dozens of local businesses in the *Low Down's* print edition and created a "distilled version" on the paper's website.

For Mantell, like O'Farrell, the goal of the campaign was not to pick up new paid advertisers, although the paper did add a few.

"We're a small semi-rural paper; the restaurants and boutiques are part of what makes our community great. People want to know about them and they need to get the word out," said Mantell, who calls the relationship between community newspapers and advertisers "symbiotic." She cites a recent reader survey indicating that 84 per cent of *Low Down* readers had patronized a local business after seeing an ad in the paper. "When you advertise in a local paper, you invest in the community, and the eyes that see your ad are people who pay to read about their community," Mantell said.

Steve Bonspiel is the editor and publisher of the *Eastern Door*, a community newspaper serving the Mohawk community of Kahnawake, south of Montreal. Like Mantell, he empathizes with local entrepreneurs who nearly lost their businesses early in the pandemic, because he also had to steer the paper through a rough patch. Throughout December 2020, he allowed local businesses and entrepreneurs to place free full-colour ads in the print edition. "We're

a community of 8,000 people and everyone wants to start a business," Bonspiel said. "It can start with someone selling baked goods out of their house ... the businesses we supported were a little more established than that, but not much. They don't have a marketing or promotional

“*It can start with someone selling baked goods out of their house... the businesses we supported were a little more established than that, but not much. They don't have a marketing or promotional budget, and we wanted to give them a boost.*”

~ STEVE BONSPIEL,
THE EASTERN DOOR



VISIT [QCNA.QC.CA](https://qcna.qc.ca) FOR MORE
INFORMATION AND RESOURCES.

budget, and we wanted to give them a boost." One of his goals is to find sponsors that would enable the *Eastern Door* to run the special section year round.

He hopes the next generation of Mohawk entrepreneurs are inspired by seeing their neighbours' beadwork or home cooking enterprises mentioned in the paper, even in a small ad. "It shows that if you're starting out with an idea, on your kitchen table, you can be whatever you set your mind to. If you have a little bit of help from community media, who knows what else could happen."

He believes that on Mohawk territory, community media plays a key role in fostering the local economy. "We can't just rely on tobacco and big business. We have to kindle that entrepreneurial spark at the beginning," he said.

The *Eastern Door* and the *Low Down* were also recognized by the Quebec Community Newspapers Association for their promotional campaigns.

Mantell tips her hat to local businesses that, early in the pandemic, proactively bought hundreds of dollars of advertising, or donated T-shirts for the paper to sell as a spontaneous fundraiser. "The pandemic was terrifying for all of us at first ... but we were really touched by the support," she said. "The situation shook everyone up, but it made us think about the importance of local media. People understand it now and realize we'd be lesser without it."



Funded by the Government of Canada



Why This Community Newspaper Matters

Supporting what matters to you

Susan MacDonald

The business closures and social lockdowns over the past two years have left a devastating mark on us all. Even now, with all restrictions lifted, companies, restaurants and, cultural and community organizations, are still dealing with the high loss of revenue incurred during the pandemic and are struggling desperately to get back on track on a noose of tightened budgets. To do this, they turn to their local newspaper, their main source of community connection.

Dependent on local advertising, and recently, the lack of advertising dollars, community newspapers suffered also and many found themselves on the brink of closure. It became essential for us to support our local businesses during these hard times while struggling to survive the imposed pitfalls simultaneously. Free or reduced publicity costs, extra exposure in columns and, temporary relief on account receivables all contributed to helping our clients maintain their business operations during the difficult times. For months, we ran a free “Shop Local” campaign, listing our clients and their services, reminding our communities of the importance of supporting the businesses located within their communities. The result was rewarding and now, with an ‘open season’ ahead, we are confident that the gamble was well worth the risk.

Our cultural organizations are making a grand comeback this year as well. They, too, suffered deeply during the pandemic, but, showed great courage and innovation over the past two years to develop new ways to continue to promote ‘the arts’ through online exhibitions. We wish them all great success this year! The passion and determination shown by all, through good times and bad, deserves great recognition and I congratulate, personally, the tenacity and determination behind each group that keeps our Laurentian cultural community alive.

Local newspapers support local businesses and organizations, together, we keep our communities informed, vibrant and alive.



Under the Big Top and Beyond

Festival des Arts Saint-Sauveur - 31st edition

July 28 - August 7

Susan MacDonald

Presented by Artistic Director, **Guillaume Côté** and Executive Director, **Etienne Lavigne**, The FASS 2022 ‘event of the summer’ promises to be spectacular, with nine exciting performances under the Big Top, the return of the Dance Trails in Molson Park, the FASS Forward International Dance Film Festival, free outdoor performances and more.

The Festival opens under the Big Top on July 28 and 29 at 8 pm with the **Night with the Stars**, featuring exceptional artists from the world’s top international ballet companies. For two spectacular nights, their passion and grace will captivate audiences as they perform legendary pas de deux from the classical, neo-classical, and contemporary repertoires.

Returning favourites and new artists will enthral spectators with performances that include **Counterpoint** with the talented duo **Caleb Teicher** and **Conrad Tao** (July 30: 8 pm), **The Vertigo Dance Company**, (July 31: 8 pm) and **Créations Brunelle / Plamondon** in a double program (Aug 3: 8 pm).

On Aug 4 at 8 pm, **Côté Danse – Crypto** takes to the stage with an upgraded version that has been acclaimed by critics and audiences across the country. This innovative work, the result of a collaboration between dancer/choreographer Guillaume Côté, artistic director of the Festival, and librettist Royce Vavrek (Angel’s Bone, 2017 Pulitzer Prize for music), blends classical and contemporary dance, theatre, and stunning visual effects by Montreal multimedia company Mirari.

Orchestre Métropolitain with **Yannick Nézet-Séguin** takes centre stage on Aug 5, followed by **Ballet Jazz Montreal**, (celebrating their 50th anniversary) on Aug 6. **Malpaso Dance Company - Triple Bill** presents the final act under the Big Top on Aug 7.

After a two-year absence, this year’s festival will be more spectacular and appreciated than ever. The dynamic team behind the curtain has worked tirelessly and, has been extremely creative in their efforts to bring you a festival that will stretch far beyond your imagination and draw you deeply into each performance.

The silence has been broken, all restrictions have been lifted, let the show begin...

Tickets and full details for each performance are available on the website. <https://www.festivaldesarts.ca/>

July 9 & 10, 2022
10 am to 6 am

festival
imagine

Presented by Autism & Arts in the Laurentians (AAL) in collaboration with Community Learning Centres and 4Korners

In collaboration with its members, artists, partners, and sponsors, AAL strives to showcase the creativity, passion, and talent of artists with autism and other special needs through an arts festival at Dunany Country Club on July 9 & 10, 2022. Imagine Festival will endeavour to provide an inclusive, supportive artistic experience for autistic & neurodiverse creators & festival attendees to provide an opportunity for all communities to explore common interests in the arts.

Dunany Country Club - 2053 Dunany Road
Wentworth, QC J8H 0B5

FESTIVAL ACTIVITIES

- Indoor and Outdoor Art Exhibitions
- Artist Tables (100% direct sales to artists)
- Morning Painting Workshops (Artist Carol Lyng)
- Creative Activities
- Artisan & Sponsor Raffles & AAL Table
- Silent Auction of Artwork donated by Laurentian Artists

AAL endeavours to prioritize the unique sensory needs of autistic artists and festival goers in the execution of these activities

FEATURED ARTISTS

- Master of Ceremonies – Carly Hay
- Casey Vormer (Remrov)
- Zach Reisman (Zach Designs)
- Lena Baldoni (Sourie Animé)
- Benjamin Lachapelle (Ben Animalia)
- Ryan Botelho
- Jonathan Pepin

The Festival will also showcase artwork by AAL Members and neurodiverse students

On-line art auction: <https://autismartlaurentians.wikisite.com/festival-imagine>

Post Festival Online Exhibition: July 16 to August 16 on www.AteliersMuz.com

A special thank you to all our supporters, sponsors, contributing artists and to the Dunany Golf Club for hosting the event.

Chilling Tiger by Casey "Remrov" Vormer



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Laurentian Personality Power was off, but volunteers were on

Lori Leonard – Main Street

Already, it seems like the “derecho” storm happened a while ago and it feels like it was a bad dream (or nightmare). However, if you travel the local roads, you can still see the damage incurred to our beautiful mature trees, our villages and, to local homes and vehicles. Shortly after the storm, I drove up Crescent and Watchorn streets in Morin Heights. I drove north on Route 117 and down highway 329. I must admit I had tears in my eyes as I viewed the serious damage incurred in these regions.

Although these were extremely tough times in our Laurentian communities, it was absolutely heartwarming to see how everyone rallied together to help each other. Neighbors skilled with a chain saw helped cut trees strewn across lawns and professional tree cutters came to the rescue of many (and are still working long days to help others). Electricians were called upon to re-hook up dangerous wiring to homes or for other electrical situations. Neighbours and family members, who had electricity thanks to generators, cooked extra food, invited people for meals or to stay overnight. People did grocery shopping for others, picked up water or medical prescriptions. Friends used cell phones to check up on family, friends, the elderly and neighbours.

Community centers and fire halls opened their doors to the community so they had a place to get water, take a shower or just communicate with others. Not only did we have local neighbors helping out but, it was incredible to see the huge number of trucks and drivers from other provinces reach out to lend a helping hand.

Even though my own pharmacy Uniprix, St. Sauveur had no power, they worked tirelessly by keeping their pharmacy open. It was dark in the pharmacy so they appointed someone with a flashlight to lead people to the pharmacy counter. The dedicated pharmacists and staff worked in near darkness to ensure customers received their medications. Cashiers used calculators, as their cash registers were defunct. They still managed to smile at their customers even though they were so fatigued.

Another shining example was Chalet Bellevue in Morin Heights. The community center remained open overnight to offer residents access to water, to their kitchen and washroom facilities and their electric charging station. The city also worked on a solution to get rid of branches, tree trunks, etc., and did an excellent job by providing on-line updates to the community. Fire department staff and public works staff were mobilized to help out. The city informed people on what to do and where to call if trees touched electrical installations on their properties. Many other town halls and community centers communicated in every way possible.

I would like to take my hat off to thank our local policemen, firemen, professional tree cutters (and volunteer tree cutters), electricians, neighbours and friends from near and far who came to our rescue. Thank you to all the volunteers (you know who you are), to the local CLSCs and hospital workers, nurses and physicians who worked much longer hours post-storm. It is during these difficult times that we see what a community is made of and to me everyone rose to the occasion to lend a most appreciated helping hand.

Thank you to all of you who helped out!



In the Anglosphere Superfolk

Kathleen Hugessen
Penny Rose

When people in the region hear “Superfolk”, they probably think of the music festival held, since 2017, in Morin Heights’ Basler Park over a week-end in August.

Well, that’s definitely a big part of it. There’s also the Superfolk album by musician, producer and Superfolk originator, Ian Kelly and, there are open-air, free summer concerts and events held throughout the year under the Superfolk banner.

Kelly came up with the notion of Superfolk when he was recording his album of the same name. “The album was more folk than my previous work, but I still incorporated some pop,” he explains. Since it wasn’t quite pop and it wasn’t quite folk, he dubbed it Superfolk. He did a Superfolk tour and then, with four kids in the nest, he decided to take a break from touring and came home to Morin Heights.

For some time he’d been slightly bothered by the way people were so proud of Morin Heights’ musical heritage - think The Studio, The Commons, Rose’s Cantina - he says, “It was nostalgia. I thought: Let’s get the flame going again.” Thus the festival and concerts were born.

While the festival is the marquee event, Kelly is particularly fond of the free (donations gratefully accepted) monthly concerts, which draw enthusiastic fans with their chairs, their children and, often, their dogs. “It’s for everybody,” he says. “We get to hang out with the community. I like to mingle,” I can get chatty.” He says he was impressed last year when one concert was held during rain showers and people just put up umbrellas and stuck it out. “We’ve got to reclaim the outdoors, we can’t be scared of a little rain”, he says. The next concert is scheduled for July 17.

The festival also is aimed at the entire community, with activities such as mini-soccer, a sandbox and a game tent for children. Concessions line the concert area, but the audience is welcome to bring their own food and drink, in addition to a chair or blanket for seating. Admission is charged for the 12 concerts over three days. “We’ve made it free for anyone under 18,” Kelly says. “We want to involve the teens.”

The whole Superfolk structure relies heavily on volunteers, chief among them, Penny Rose. “Whatever Penny wants, I try to get behind her, Kelly says.” There are many other volunteers but he particularly calls out: “My mom. She’s always been there, since the beginning.” He says, “The volunteers keep the music alive. We really need them.”

Superfolk receives funding from sponsors and public sources, in addition to festival admission fees, special concert tickets and donations.

The free concerts are held in Basler Park, Morin Heights, on the third Sunday of each month, May to September, starting at 3 pm. This year’s Superfolk Festival will be held on the weekend of August 19, 20 & 21. A passport for the three days is \$58.34 for adults (the cost is less for Morin Heights residents), free for those younger. Bring a chair!

For further information, go to www.superfolk.ca



Photo by Sophie Gamache
Photo of Bobby Bazini and
Odessa Page

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About Sainte-Adèle



Chris Lance - Main Street

At the June 20 municipal council meeting, Mayor Michele Lalonde reported that the town has a \$4M plus surplus. Despite all that cash, our roads have crater like potholes. Contracts to fix the roadways are very expensive and the pothole fills are temporary as evidenced by the main road north, from the Metro to the IGA. The worst part is the wear on the front and rear axle as you maneuver through the slalom course.

Our new sports complex will eventually open, as the town's water pressure needed in case of fire seems to make the building unsafe, according to building codes.

Our summer is busting wide open. The Soirees Nostalgia on Saturdays begins at 8 pm: grab your chairs and listen to Premier Ciel, a retrospect on the group Harmonium, on July 16. On July 23 there will be a tribute to "Elton" and finally, Rock Story on July 30.

Biking is the 'in-thing' now. Exercise on the roadways, bike paths and velo parks. The classic rides are P'tit train du Nord and the Aerobic Corridor. The ride along the Rouge River is also very popular. These trails are meant to be shared with walkers but from what I hear, bikes fly along and zoom by at frightening speed so be careful if you walk, especially with the kids. You might want to wander en famille in Doncaster Park. You could check out Pleinairdh.com and check who is allowed to share your trail.

For those who like mountain biking: Parc du Mont Loup Garou in Ste Adèle, Foret Heritage in Ste Anne des Lacs and Belle Neige in Val Morin seem to be the favorite hot spots.

Weather, water issues, forest fires and other disaster issues seem to be growing. If you live in Ste Adèle visit the town's website and click on "Alertes et notifications". Register as a citizen and you will receive the alerts and notifications for your area by phone, sms or email.

Summer guests can use the Balado Decouverte apps and get info on Histoire et patrimoine Sainte Adèle des Pays d'en Haut, Mont Rolland on patrimoine industriel de Sainte Adèle and les Murales des Pays d'en Haut.

There are kids' shows throughout July for little visitors - go to www.ville.sainte-Adèle.qc.ca

We've got 5 pickleball courts in Parc Claude-Cardinal plus basketball and hardcourt tennis. For league pickleball call Robert Desmeules at 514 794-9447.

There are mountain bike intro courses for the kids throughout the summer. You can mountain climb over at Mont Baldy near the old Alpine Inn on the way to the town of l'Esterel.

Place des Citoyens offers live dancing on Wednesdays at 7 pm, Zumba on Thursdays at 7 pm and Swing on Fridays at 7 pm. Parc de la Famille offers yoga on Tuesdays at 7 pm. These activities are all free and outdoors.

Enjoy the summer months and checkout Ste Adèle's new Facebook page @villesteAdèle or jump in Lac Rond. I'll be on the golf course. Just had my first hole in one!

See you at the mini putt...

Arundel News

Janet Thomas



BEAVEN AND ROUND LAKES: ALBeRo NEWS Update on the Eurasian Milfoil problem

The association for the protection of Beaven and Round Lakes (ALBeRo) is pleased to announce, that thanks to your generous donations, they have raised \$30K for the construction of a suction-harvesting barge. The barge will remove the invasive weed Eurasian Milfoil from our lakes, with the help of volunteer divers. Construction of the barge is underway. Removal of the Milfoil was scheduled to begin in June. To support this project, you can send an e-transfer to the treasurer, Huguette Messier, at messierh@hotmail.com. If you would like to volunteer with the physical removal of the milfoil, please contact info@beavenrond.ca. Divers are particularly needed - no certification necessary since the work is in shallow water only.

Water Quality

The results of the 2021 water quality testing are concerning. After a heavy rainfall, two bays in the north end of Beaven Lake showed fecal coliform levels to be 150% above Health Canada standards for safe contact with the water. The area of concern is in proximity to an agricultural enterprise and homes. Drainage ditches from the agricultural enterprise showed concentration levels five times higher than the limit for swimming. It is strongly recommended that those who live on the north end of Beaven Lake do not participate in swimming or boating activities following a heavy rainfall. The association has reached out to both Montcalm and Arundel for help in pinpointing the source of the pollution and in implementing remedial measures.

The association seeks to increase testing this season from three rounds to eight, at a cost of about \$2000 in laboratory fees. Please help to cover these costs by sending an e-transfer to Treasurer, Huguette Messier at messierh@hotmail.com. If you can volunteer to collect water samples on Beaven Lake please contact info@beavenrond.ca

ALBeRo Annual BBQ: Saturday, July 9: 4 pm (rain date Sunday, July 10)

You can come by motorboat, sailboat, and kayak or even by car. All welcome! Warme's Beach. Road access at Mountainview Farm, 429 Lac Rond Sud.

ALBeRo Membership

Your membership is essential. To join or to renew you membership, contact Huguette Messier at messierh@hotmail.com.

COVETED ARUNDEL ART SHOW RETURNS AUGUST 13

Arundel United Church, 17 rue du Village, Arundel

August 13: 10 am - 4 pm

Our 7th edition hosts painters, sculptors, ceramists, stained glass and, for the first time, photography! We are the only outdoor art exhibit in the region. Top artwork will be raffled and homemade baking and lemonade will be sold. Pete Pickrell is bringing his famous ice cream truck to treat us. The popular Arundel Farmers' Market will take place across the street.

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July 2022

MAIN STREET

Government of Quebec invests more than \$5 million in composting facilities

Marie-Hélène Gaudreau, MNA for Laurentides–Labelle, announces investments of \$1,024,684 for the riding. These investments will allow the realization of 237 projects and the creation of 340 jobs as part of the Summer Employment program for the next summer season.



The Summer Jobs program offers wage subsidies to employers in the non-profit, public sector and private sector organizations with 50 full-time employees or less, so that they can create summer jobs of quality for young people aged 15 to 30. For employers who would like to learn more about the program summer employment, check their eligibility and prepare to submit a project for the next summer season, you will find all the necessary information on this page: <https://www.canada.ca/en/employment-social-development/services/funding/jobs-summer-canada.html>

A third year of funding granted to heritage organizations

The Quebec government will invest \$81,000 in the Quebec Anglophone Heritage Network (QAHN) this year for its Belonging & Identity program that is helping to develop heritage projects in QAHN’s member organizations that focus on the history of the diverse English-speaking communities across Quebec.



This is the third year in a row QAHN has received money from Quebec’s Secrétariat aux relations avec les Québécois d’expression anglaise (SRQEA). The funding is an effort from the provincial government to recognize that the English-speaking community and the heritage and cultural institutions that preserve and promote its history, contribute to Quebec’s history and culture as a whole.

Under the larger project title of “Com-Unity,” the SRQEA is bringing together eight different partner organizations from the arts, heritage, culture and education sectors, whose individual projects aim to explore, celebrate and share the stories that reflect English-speaking communities and build a stronger sense of identity and belonging in Quebec.

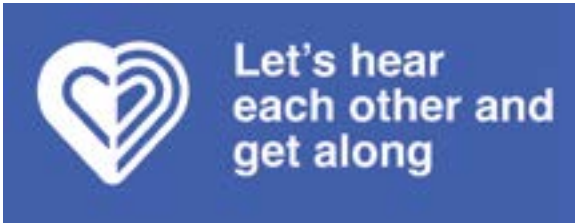
Organizations set to receive funding this year include the English Language Arts Network (ELAN), the Learning Education and Research Network (LEARN), Youth for Youth (Y4Y), Seniors Action Quebec (SAQ), the Black Community Resource Centre (BCRC), the Blue Metropolis Foundation and the Quebec English-Speaking Communities Research Network (QUESCREN) at Concordia University, which will administer the funds on behalf of the SRQEA.

Eligible Belonging & Identity project partners include historical societies, museums and archives and other QAHN-member community organizations. The call for proposals is now posted on the QAHN website www.qahn.org

For more information, please contact QAHN at 819-564-9595 /Toll free 1-877-964-0409 and at home@qahn.org

The Municipality of Morin-Heights

The Municipality of Morin-Heights recently launched an awareness campaign on the impact of speed and noise on the quality of life of its citizens to promote the importance of slowing down on the territory and to limit the noise produced by their vehicles. It reminds road users passing through Morin-Heights that they are welcome, but that they must contribute to preserving the community’s quality of life by respecting the speed limits and by doing everything possible to reduce the impact produced by certain noisy vehicles.



The “Heart-Ear” campaign is being launched with the slogan “We like to get along with everyone” and will be deployed over three years through various means such as road signs, sound meters, web, social networks and many others. It aims to educate target audiences on the issues of noise pollution and excessive speed on the road network passing through Morin-Heights.

The axes of the campaign will be as follows:

- Education on the effects of noise on health
- Encourage the reduction of noise and speed
- Promote awareness among truckers and motorcyclists.

We invite you to visit the campaign’s microsite: letsheareachotherandgetalong.com.

Welcome to:

Josée Goudreau, who opened her hair salon, **Studio Couleur Vibration**, 222-B, rue Principale, St. Sauveur last November. Josée specializes in and, offers hair coloring, streaks, hair painting, permanents, cuts, styling, etc. All family members are welcome – men, women and children. Josée is also a very talented artist; her unique artwork is displayed on the walls of her salon (and are for sale). You can view her art at Art Josee on Facebook. Josée specializes in modern, colourful faces. Open Monday, Tuesday, Wednesday and Friday from 9 am -5 pm, Thursday from 9 am -9 pm, closed on weekends. Best of luck with your new salon and your artwork Josée! For an appointment call 514 894-7163.

Congratulations to:

Manon Lachaine, owner of the new **Boutique Mes Petites Laines**, 105 rue Principale est, Ste. Agathe des Monts, which, opened on March 1, 2022. The shop is open Wednesday to Saturday from 10 am -6 pm, Sunday from 12 pm - 6 pm. Knitting/crochet bags, knitting books, essential oils and candles are available. Wools offered at the shop are from Quebec dyers or they are excellent quality imports. On Wednesday and Saturday afternoons there are “Tricot Jasettes” - knitting/chat groups at 1 pm. Knitting courses are also offered on Wednesday and Thursday from 10 am -12 pm (with reservation). Manon also offers private classes in blocks of two hours. We wish you lots of success with this exciting new challenge Manon! 819 774-3456 / Facebook: boutique mes petites laines, boutiquemespetiteslaines@gmail.com.

Dunany Country Club for celebrating its 100th anniversary this summer. The beautiful private golf club is located at 2053 Dunany Rd., Wentworth. Their 100th anniversary dinner will take place on July 30, 2022. Members will enjoy a lovely dinner together for this special and momentous occasion. 450 562-4885 / dunanycountryclub.com

Did you know that:

If you would like to have some relief from foot pain or if you need foot orthotics, special shoes, etc... that you can contact **Jean Marchand**, TP, certified orthesist? Jean is a member of AOPQ and OTPQ. His company is **Laboratoire JM Ross**, 720 rue de St. Jovite, Mont-Tremblant. Jean and his wife, **Natalie Ross** have helped customers with their foot issues at this clinic since 2001, but the clinic has been open since 1989. They also provide regular shoes, medical stockings, knees, ankle, elbow, hand and lower back orthoses and complete shoe repair. Office: 819 425-9640 / www.labjmross.ca / Facebook: labjmross

Local markets are alive and well this summer! Let's show some support by buying delicious, fresh produce locally. Here is some info:



Mont-Tremblant

Summer Market, Parking lot of du Couvent Library, 1875 ch. du Village, June 18 to September 10: 9 am – 1 pm.

Morin Heights

Farmers Market, Basler Park, 99 chemin Lac Echo, Morin Heights: Fridays, June 3 to October 28: 1 pm -7 pm.

Ste. Adèle

Public Market, Place des Citoyens, 999 boul. Ste. Adèle, Ste. Adèle -Saturday July 9 and 23: 9 am - 3 pm / Sunday, July 24: 9 am - 3 pm and Saturday, August 20: 9 am – 3 pm.

Ste. Agathe

Public Market, rue Laroque ouest, border of Lac des Sables, Place Lagny – Fridays, June 24 to September 2: 1 pm – 7 pm.

Val David

Summer Market, rue de l’Academie, in front of church) – Saturdays, May 28 to October 22: 9 am – 1 pm.

Wentworth-Nord

Farmer’s Market, 3488 rue Principale, Wentworth Nord Saturdays, June 18 to September 10: 10 am - 1:30 pm.

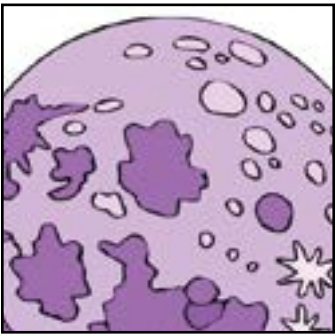


Cancer Support Group Support For English Speaking Cancer Patients

The Laurentian Region Cancer Support Group is a peer-driven support group run entirely by volunteers. Through monthly meetings offered in English, the group offers a warm and welcoming gathering place where cancer patients, family members, caregivers and others touched by cancer have the opportunity to exchange information and experiences. After a short summer break, regular meetings resume August 20.

The group also facilitates an exchange of information between guest speakers and participants. The objective is to give cancer patients and their loved ones throughout the Laurentians access to support and resources to cope with real life issues outside of their doctor’s office.

Meetings are held at Chalet Bellevue (Morin Heights Community Centre), 27 Bellevue. Participants can also join in via a Zoom link. For more information, call June Angus at 450-226-3641 or email cancer.laurentia@yahoo.ca. As a registered charity, the group is able to accept donations and issue receipts for income tax purposes.



Zach Factor Healing Water

Lys Chisholm & Marcus Nerenberg -
Main Street

Our public health care system is functioning on life support. We had a lack of beds and poor staffing, across the country, years before the pandemic. Many recalled staff has since quit. This national health system crisis is growing due to the expanding number of chronic conditions occurring at younger ages, overloading the system. Part (perhaps most?) of the problem is humans have neglected caring for themselves in a fundamental way, even something so basic as drinking and hydrating daily with water.

In June 2015, Erica Kenney et al, a postdoctoral research team in the Department of Social and Behavioral Sciences at Harvard Chan School, found that over half of American (and it follows half of Canadian) children and, higher numbers of adolescents are chronically dehydrated. Schools often have poor access to drinking fountains particularly in poor ethnic or black communities. Teachers are also undertrained in understanding the importance of hydration for cognitive and physical school performance.

Efforts to alert the American Medical Association of this growing problem of poor hydration were exposed by Dr. Fereydoon Batmanghelidj, a British trained Iranian doctor in 1982. Dr. Batmanghelidj was trained as a doctor at the prestigious St. Mary’s Hospital in London, UK. Back in Iran, he practiced medicine - opening hospitals and medical clinics throughout his homeland. He, like many other professionals who were trained in the west, was arrested and jailed in Evan Prison, after the overthrow of the US-backed Shaw of Iran in 1979. For two years and seven months Dr. Batmanghelidj found himself in a dank prison cell designed for 10 men, but overcrowded with 30 souls. While 10 men stood, 10 would squat, the other 10 would sleep and then all would rotate. The only doctor in the group, he found himself with only one “medicine” to help those with medical problems: water. The first problems to arise were ulcers. Batmanghelidj found that by using water in a prescribed method of timing, he was able to cure these conditions. For the duration of his time in jail he observed healing of a plethora of conditions using water in strategic ways.

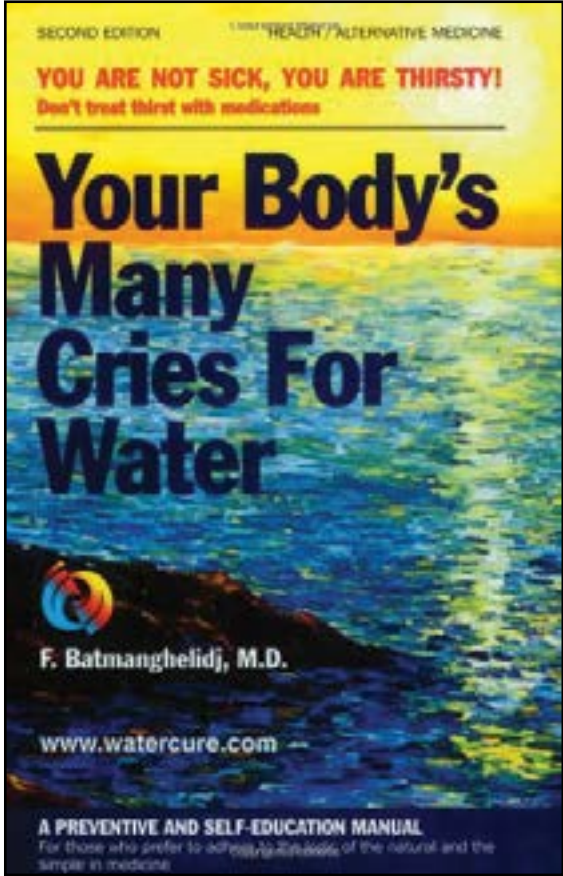
After his release, Batmanghelidj escaped to the United States. His first reports were submitted to the American Medical Association and he sincerely believed the AMA would be the harbinger of this revolutionary news: “You are not sick, you are thirsty”. The AMA received it with open arms, published his work, shook his hand, and then politely shut the door on Dr. Batmanghelidj, ignoring any further requests for research funding to confirm or expand his findings.

Over the next decade, the attempts made to reach out to the NIH (National Institute of Health), the most advanced center of medical research in the world, led to closed doors. All letters to a variety of directors and affiliates led to silence. Dr. Batmanghelidj simply wanted his research replicated and expanded: he had discovered that several chronic illnesses, from children’s asthma to adult pre-diabetes, even sexual disfunctions were effectively responsive with systematic rehydration techniques. Says Dr. Batmanghelidj, “In modern societies like ours, thinking that tea, coffee, alcohol, and manufactured beverages (all recognized diuretics) are desirable substitutes for the pure natural water needs of our “stressed” bodies is an elementary but catastrophic mistake” yet the alternative medicine field also remained indifferent.

The brush off continued into the late 1980’s. He soon realized that most American medical institutions and universities are funded by powerful pharmaceutical giants who are only concerned with the financial bottom line. Chronic disease creates chronic profits. Water is free. He realized the NIH was “self-servingly satisfied with the insanity of conducting and repeating the same types of research without finding a cure for any degenerative or chronic diseases of the human body”.

Batmanghelidj went on to publish his most famous work “Your Body’s Many Cries for Water” (1992 1st ed, 2001 final ed). His work activated massive amounts of criticism and branding as a ‘quack’- the greatest insult to any committed doctor - to ensure his ideas and therapies remain buried and forgotten. Where this man deserved significant recognition, he received none. He spent the rest of his life aiming to change the paradigm of our global approach to healing and medicine.

The symptoms of chronic dehydration are not always clear but the consequences to human organs after years with inadequate water intake are. Restorative hydration is an invitation to improving our health radically at a very low cost to everyone.



‘Your Body's Many Cries for Water’ written by Dr. F Batmanghelidj is a guide to rehydrating the body, which many people have used to treat, alleviate, and cure chronic disease. Less expensive than almost any prescription drug, it is an invitation to better health and wellness.



The Story Behind The Rise of Cynicism

Joseph Graham - Main Street
joseph@ballyhoo.ca

Throughout history, prophets have made dire warnings while cynics have ridiculed them. Often people believe the warnings and take heed as in the case of the Y2K bug in the late 1990s. It takes courage to express concerns in the face of the status quo. Our scientific community, built on a system of peer review and self-doubt, struggles to bring to the fore studies, some that challenge our direction and some that help us develop in new ways. There have always been cynics, picking on picayune details, trying to discredit whole notions based on some aspect that sounds unreasonable, and some cynicism serves a purpose, but too much is caustic to the social fabric. The Internet has exploded with such a huge amount of information that one can find support for any idea or argument. Today, cynics have become the experts. Glib dismissals, complete with references, serve to undermine our community faith. Even the flat earth proponents have been resurrected and once again state categorically that the earth is flat. Their arguments are made to sound reasonable, but they can often be identified by their categoric conviction. Even the greatest scientist or prophet expresses complex ideas humbly.

One such is the mythical prophet Jonah, whose story is told in the Bible. It was after choosing the name for our elder son that I went back and read the full story. Jonah was commanded by God to travel to Nineveh and to warn the people that they must change their wicked ways or be prepared for the wrath of God. Jonah, filled with self-doubt, refused the mission. If he undertook it, he feared being ridiculed, and if they were not destroyed because he had succeeded in changing the wicked ways of the people of Nineveh, he would lose credibility. God’s commandments must be obeyed, but Jonah chose to flee. He bought passage on a ship going far away, in the opposite direction.

Once aboard and out at sea, a huge storm blew in and threatened to sink the ship. The crew and passengers concluded that someone on board had offended his god, who was showing his wrath. After discussion, Jonah owned up, saying it was him, and that the sea would calm if they threw him overboard. They refused, trying their best to row to shore, but finally they called to his god saying they should not be blamed for throwing him overboard and did not deserve to be further punished. Then they threw Jonah into the sea.

He was immediately swallowed by a large fish, where he resided for three days before being spat out onto the shore. Of course, he immediately made his way to Nineveh where he wandered the streets warning the people to change their wicked ways.

The people of Nineveh listened. Even the king discarded his rich robes and wandered the streets in sackcloth dusted in ashes. Jonah’s god was mollified, and destruction was avoided. But Jonah was devastated. He called to God to take his life, declaring that this was why he had fled. He had lost credibility in the face of the people. God answered, scolding him, saying that there was no cause to destroy the people and the innocent animals of Nineveh. They had heard Jonah’s message and they had repented. Jonah, the successful prophet, could not live on in the face of the cynicism that he knew would follow. He had been a fake. There was no fire and brimstone to validate his authenticity.

The Y2K bug followed a similar story line. It was based on society’s dependency in the computer age. When it began, in the middle of the 20th century, computing required punch cards. These cards had holes punched into them that codified the information being stored. Each card could handle 80 characters. Since space was at a premium, dates were reduced to six characters: MMDDYY. The next millennium was little more than a futuristic concept and the limits of two digits to express the year weren’t considered. Punch cards evolved to binary programs recorded onto magnetic tape, but the problem was still not addressed. Dates were essential but bit storage was expensive. Although some systems anticipated the need for the year to be represented in four digits, there were a variety of different results anticipated when the year 99 rolled over. Depending upon the system, the next year could appear as either 00 or 0100, or it could simply trigger an alarm and shut down. Utilities, communications, railroad scheduling and other services had to coordinate their programming rules. The system had grown like topsy and there was fear that chaos would reign when the clock ticked past midnight on December 31, 1999 and different computers interpreted the new day differently.

Happily, people believed the scientists and prophets who anticipated these problems. Right across the world, computer clocks were standardized, and patches were put in place. When the date rolled over, there were only minor problems. Alarms sounded in isolated nuclear plants, some email programs began automatically deleting newer messages because it interpreted them as being a hundred years old, and the US Naval Observatory official time posted the date as January 1, 19100. The worst problems were avoided but that did not stop the cynics. A huge amount of press was given over to the ‘false alarm’ of the Y2K bug. Perhaps we can date the current rise of cynicism to this crisis, but it was society’s belief that there was a crisis that enabled it to be averted.

We received an email from our son, then an IT student. The CBC had published a letter he had written complaining of the cynicism of people criticizing the scientists who saved us from the crisis. Of course, it was signed ‘Jonah,’ recalling the story of the successful prophet for whom he was named. Like the prophet, the young science student saw the dangers of cynicism.





Garden Talk

Succession planting plus

June Angus - Main Street

A great way to get more out of your veggie patch during our relatively short growing season – especially if you have a small garden – is to practice succession planting. The goal is to maintain a consistent supply of harvestable produce all season long by spacing out the time between sowing crops, or, planting different varieties with staggered maturity dates.

One popular approach is to sow seeds for the same crop by planting them about 10 to 21 days apart. Spacing out when seeds are sown spreads out your harvest over a longer period of time. This works well for carrots, radishes and bush beans, which tend to mature and be ready for harvest en mass. Other crops to consider include: arugula, basil, beets, cilantro, dill, endive, green onions, kale, lettuce, spinach, Swiss chard and turnips.s

Choosing more than one variety of a crop, each with different maturity dates, is another option for creating a staggered harvest. For example, grow early-to-mature, mid-season and late-season varieties of tomatoes. If the seed packet or seedlings are not labelled with this information, compare the varying "days to maturity" numbers. Other vegetables with varieties offering varying maturity dates include beans (pole), broccoli, Brussels sprouts, cabbage, carrots, cauliflower, celery, corn, eggplant, kale, melon, peas and summer squash.

Some crops, such as peas, have short growing periods. Once harvested, the space they occupied can be replanted with a later season vegetable allowing the same space to produce at least two different crops. In this scenario, eggplant is a perfect choice to follow peas because eggplant really appreciates the extra nitrogen peas have stored in the ground. Have sturdy seedlings ready to transplant as soon as the peas fade. Or if you want to get the eggplant into the ground before you've pulled out the peas, plant them on the sunny side of the pea trellis. These sun-loving plants don't like to be shaded.

Intercropping is a space-saving variation on succession planting that will increase production per square foot. It works by placing an early crop that will get removed from the garden sooner alongside later-season crops. For example, radishes are ideal to plant simultaneously with carrots. As the radishes mature and are harvested, they loosen the soil for the late-sprouting carrots.

If the space where early season leafy greens and radishes is still available mid summer, consider planting up another round of these salad staples that will be ready for harvest late August or early September. While seeds do need warm, moist earth to germinate, these crops prefer cooler temperatures. Shade netting or natural shade from a trellis or tall plant (such as corn or tomatoes) can be used to create a relatively cool location for seeding these second crops. Cooling down the soil a few degrees before sowing new seeds is another option. Thoroughly soak the planting area and cover it with a wide board for a couple of days. Then lift the board, sow the seeds, water and then recover. Check daily for germination and remove the board as soon as you see the first signs of green.

The ultimate goal of succession planting is to make the most of your available growing space all season long. It also helps control “feast or famine” scenarios where all of your zucchini, carrots or beans are ready to harvest faster than you can use them.

However you decide to boost your harvest potential, the practice of pulling out spent plants throughout the growing season has the added benefit of minimizing disease and pest infestations that can impact the rest of your garden.

Happy planting and harvesting!



Word Play

Palimpsest: between the covers

Louise Bloom - louisebloom@me.com

Palimpsest is a word that has defined my work process throughout my life as a painter and printmaker.

The exact meaning is as follows:

Palimpsest: (noun) a manuscript (usually written on papyrus or parchment) on which more than one text has been written with the earlier writing incompletely erased and still visible.

As a painter, I am not working with a text as it is described here. However, the creative process of a painter requires the application of a first paint layer onto which is delivered another paint layer, over and over, resulting in a palimpsest. That which was first introduced gradually disappears, if only in part. That which is beneath is partially preserved, as subsequent strokes and images are laid on top. This process is more succinct in the practice of printmaking as a fine art, where the final image is often dependent upon depositing printed layer upon layer, where often the original impression is merely peeking through. The word palimpsest describes the visual nature of the final work.

I am interested in sharing the idea (qualities) of the palimpsest as it relates to the art of writing and the written word. I have often enjoyed historical novels and find the element of palimpsest within. I find between the covers of the book, revelations that are folded into stories of the past, richly informative, and often relevant to the current moment.

In my reading of D.H. Laurence's historical novel, THE RAINBOW, I became immersed in the chaos of the emotional concerns in the novel, while catching glimpses of the background description of the great social movement of the period. The background or underpainting of this novel offers the brief but precise depiction of countryside farm life in England as the industrial culture emerged.

Laurence explores the sexuality of the male and female characters (three generations of the same family), overlaying or painting this on top of the broader cultural moment. There develops a palpable tension between the background (the culture of the past) and the foreground – (the introspective musing and interior monologues) that seem universal and relevant to the present day.

Within these inner dialogues that are printed on top of the general character descriptions, are the finer details - the frustrations resulting from the class system, ambitions, identities, the nature of male and female attraction and revulsion, the quixotic equivocation of the passion of the sexes and the definite way in which the sexual nature of humans tended to imprison them, deeply affecting their actions.

THE RAINBOW, a historical novel written in 1915, is a palimpsest characterized by somewhat transparent layers, and I felt that this design most distinctly draws a bridge between the past and the present, adorned by a haunting predilection of the future. Each of its layers is a talisman of change.

Reading this work showed me that life itself is a palimpsest. We are constantly building upon layers of experience as we grow and change, some of which are brought forward from the past, standing out and informing the present, some merely peeking through the brume, with only scraps of past impressions visible.

Through my reading of this novel, this representation of history, I became aware of the palimpsest, as it opened my thinking to wider application.

While a written record of history often fails to teach us (as we seem to repeat the same folly), in some cases, as with a novel like THE RAINBOW, when viewed as a palimpsest, it can add some light to the darker corners of humanity.

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.

Catch The Acting Bug With Theatre Morin Heights

Interested and available to act to in the Theatre Morin Heights fall production set for October 19-23? Let us know now!

Our community theatre troupe is planning a comedy and have several options under consideration, depending on available casting. Shows will take place at Chalet Bellevue, Morin Heights. Casting will be completed soon with rehearsals starting in August.

Also let us know if you wish to volunteer for back stage or behind the scenes.

To put your name forward please email theatremorinheights@gmail.com or call 579-765-3999. For more information visit www.theatremorinheights.cas



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Anyone or anything...

Obituaries

Lucille (Lucy) Therese Raymond (Boyer)
 Lucy Boyer of Morin Heights, passed away on April 12, 2022 at the age of 81. Born Lucille Thérèse Raymond to Pearl Hooton and Francis Raymond, leaves behind two living brothers Victor and

Francis Jr, and joins her older sister Margaret MacKay who passed several years ago.
 Lucy married Aimé Boyer, who passed away in 2014, in January 1964 and is survived by her only daughter Liane

Boyer with no grandchildren, only grand-dogs.
 She is also survived by her many nieces and nephews (Michael, Cathy, David, Robert, Susan and Heather), as well as their spouses and children.
 Lucy's pleasant personality, her great homemade cooking and her amazing "orchid whisperer" skills will be greatly missed by friends and family.
 A celebration of Lucy's life will occur at the Morin Heights United Church ,831 Village Road, Morin Heights - preferred access via the parking lot behind the church on Saturday, August 13, 2022 from 1-5 pm.



**MONUMENTS
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 Saturday: By appointment
 Sunday: closed



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 634, Lafleur / 450-562-2952
Thurs & Fri: 4 pm – closing
Sat: 3 pm - closing
Aug 13: 8 pm – The Crooked Minds & For Decades
 Everyone welcome

BRANCH 71 – BROWNSBURG – CHATHAM
 210, Brownsburg / 450-533-6381
Open Wednesday to Friday: 3 pm - closing

BRANCH 171 – MORIN-HEIGHTS
 127 Rue Watchorn / 450-226-2213
 Web site / Page web: <https://www.legion171.net>
 Facebook: legion171
Sat, July 9: Flea Market, breakfast & BBQ lunch
Fri, July 15: 6 pm – 7 pm: TGIF
Sat, July 16: 8 pm – Paul Arthur & The Outsiders
Sat, July 30: 8 pm – The Pete Dumoulin Band
Sat, Aug 6: Flea Market

BRANCH 192 – ARUNDEL
 79, Rue du Village / 819-687-9143
 July 22 – Julymas (Christmas in July) Raffle & BBQ
 July 30: 5 pm - 75th Anniversary Dinner, \$30 per person payment in advance
 Monday: 1:30 pm - Bridge






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 and south Antoine-labelle**

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For info please contact: 819 717-9646
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Ladies’ Investment and Financial Education

Developed by Christopher Collyer, BA, CFP

Mind over money

Understanding your financial personality.

An emotionally driven decision is relatively harmless when, for example, you step up to the ice cream counter and choose a flavour from a vast, tempting selection. But when it comes to managing your money, emotions have a way of affecting your decisions that could, unfortunately, cost you more than the price of an ice cream cone.

Snap judgments, [cognitive biases](#) and outside influences that you are largely unaware of just might be standing in the way of fulfilling your own self-interest. Being honest with yourself about how you manage money can help you make simple changes in one area or another that could make a difference to achieving your [financial goals](#).

Which kind of money manager are you?

Using this list of profiles to identify which type of money manager you are could be a positive step towards improving your financial situation and possibly, your quality of life.

If you’re a super-saver, it’s simple; saving money is one of your top priorities – maybe even a personal passion. You like to research items before you buy them, thumb through the coupon and sales flyers, and always look for bargains, sometimes even for things you don’t need. Your personal definition of security is money in the bank. But this approach can have its downfalls. Constant saving could be interfering with your ability to enjoy life a little more. Overlooking opportunities and experiences that could reward you for the hard work it took to earn the money in the first place could end up fuelling your compulsion to save. Consider spending to help you achieve a few specific goals or enjoy some new experiences and after they’ve been accomplished, go back to super-saving while you decide what should be next.

Hey, big spender! Does buying things provide you with instant gratification? Splurging on items for yourself or others can be a pleasant gesture but can lead to dangerous territory if you wind up spending more than you earn. Increasing debt can weigh heavily on your ability to stay ahead of the payments and cut into your overall shopping budget. In extreme cases, possible bankruptcy could bring your spending habit to a disastrous end. Try to get a handle on your spending by sticking to a firm budget. Not only will a budget help you live within your means, but it might also help you to save up the money for any future plans faster.

The money maker. If saving and spending money always take a back seat to the act of earning it, this could be you. Some people are driven to make as much money as possible – and while there’s nothing wrong with working hard with the aim of becoming wealthier, there can be disadvantages to focusing exclusively on earning. Think about it: Is it the amount of money that’s important, or is it the status, recognition and power that’s often associated with wealth? The unseen costs of this type of obsession can materialize in a variety of ways, including neglecting important priorities, such as personal health and relationships, which can reduce happiness and satisfaction with life over time. Realizing that money is also to be enjoyed or shared with purpose could add some excitement and fulfilment to an otherwise tiresome routine. Consider channelling your drive for success in a new direction, such as supporting a favourite charity or giving back by being a business consultant or mentor to young entrepreneurs.

The cool customer won’t readily admit that money has much influence over their life. They think budgets are for the money obsessed. Making it a priority to not worry or think too much about money and striking a reasonable balance of responsible financial habits is their preferred approach.

Keeping tabs on how much money is being spent while avoiding too much debt can contribute to maintaining a comfortable balance of financial freedom and stress

without going over the line. But it’s important to avoid becoming too casual with funds and overlooking investment, saving and smart purchasing opportunities that could boost your financial security over the long term.

The saver-splurger regularly covers the distance between being a thrifty saver and tossing large sums of money at impractical or unnecessary things. But the satisfaction that comes with disciplined saving habits can quickly dissolve if a sudden spending spree results in having to start the process all over again. Spending hard-earned dollars should feel more like a privilege than an impulse. If you feel you want to spend a lot of money on something, stop and consider how that purchase will make you feel a week, month or year from now. Was it a wise choice? Or could that money have been better spent elsewhere or saved to help achieve other financial priorities? Taking a less extreme approach to both saving and spending could be the compromise you need to stabilize your finances.

The risky high roller uses money as a gateway to excitement (even to the point of gambling) and lets the prospect of a great reward outweigh the possibility of losing it all. The problem is that taking greater risks to make up for previous losses can create a potential path to ruin. Instead, taking calculated financial risks that contain some element of security can help protect you from going a step too far and doing more harm than good. If you feel the need to heighten risk, make sure your existing obligations, such as paying bills, reducing debt and setting some funds aside to meet specific goals, are looked after before making a big move that could have a devastating effect.

If you fret and worry about money and think you’ll never have enough, it could spell trouble down the road. There’s a chance that you may not even know what amount of money is enough, so you just keep saving – and worrying. In fact, no matter how much money you have at any given time, the fear of losing it or your ability to continue earning it may be enough to keep you anchored to a worst-case scenario: losing your financial independence. Maybe it’s time to take a step back and build a more positive relationship with money, which can lend itself to a more satisfying frame of mind and an improved overall outlook on life. And what could be better than that?

Need a different perspective?

Regardless which one of these profiles best describes your relationship with money, seeing money from a different perspective can be useful if you’re concerned about adopting better financial habits. Getting your advisor involved can help guide you past whatever might be clouding your judgment and influencing your decisions. Reach out to your advisor to take advantage of their experience and insights and apply them to establishing a more secure financial future.

If you are interested in learning more about what influences decision making and how your decisions may relate to your financial personality, have a look at this collection of personal finance money hacks.

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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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Real Wine for Real People Funky wine labels

April Sirois – Sommelier - ISG

When I was a new sommelier and learning ‘all things’ wine, I remember well the rule of thumb that “Critter Wines” or, wines with an animal on the label, were almost always considered a lower quality wine and not too much was to be expected from them. The same was also said about bright, loud and flashy labels. I would chuckle to myself while standing in the store looking at those labels with frogs and donkeys on them; all bright colors and blocky fonts and think nope, not for me.

One day, while wine shopping in the U.S., my eyes fell upon a bottle that not only had two large circus elephants sipping wine on it but was also done in bright primary colors and a funky, metallic embossed font. Even the label itself was a fun word play of “Petite Petit,” referring to the two, not very petite animals on the bottle and, the very clever reference to the Petite Syrah and Petit Verdot grape varietal.

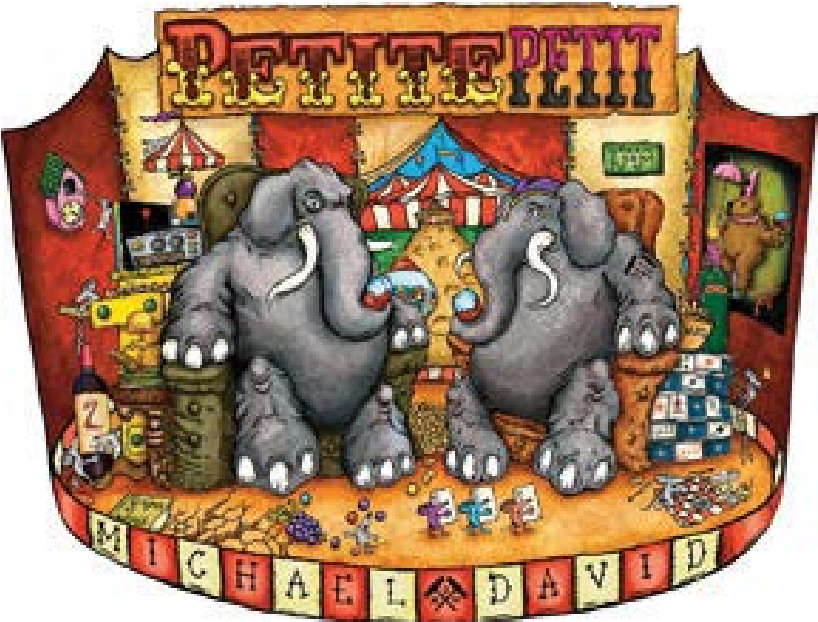
I was fascinated and completely sucked in by the marketing. I had to try it even though I was pretty sure that it would be a “Critter wine” and disappointing. I decided to buy one. Even my husband, whom I met in my sommelier classes, gave me a serious ‘side-eye’ as I slipped it into our basket. It was that wine that made me rethink what I thought I knew about funky wine labels and what is in the bottles they grace.

This Petit Petite, in spite of its flashy critter label, was a solid, well-crafted wine with depth, character and layers and not at all the thin, acidic one-dimensional wine that I had expected. After that I got brave and started trying other wines that had fun eye catching and funky labels like Kung Fu Girl Riesling, Goats do Roam (a play on Cote du Rhône!) and 19 Crimes. More often than not, the wine behind the fun and interesting labels pleasantly surprised me.

I have now officially changed my snobby preconceived ideas about reading a wine by its cover. I have realised that as young winemakers get involved with the business they bring with them fun inventive ways of producing good wine and, add a fun easy attitude about wine and wine drinking. They are not trying to compete with the more serious, high-quality wines but etching out their own place in the market, a place where fun labels and marketing can catch our eye and palate.

Now, don’t get me wrong, there is a lot of uninteresting wines out there with funky labels. When attracted to one, check where it comes from. A larger area like “Australia” is a bit vague and most likely not going to be of any real quality. However, if it is from a smaller area, such as “Coonawarra,” you’re much more likely to find something with a bit more quality. I can’t promise that they will all be great wines but they will be fun to explore.

~ Cheers



I’m Just Saying Northern Exposure

Ron Golfman - Main Street

It is hard to fathom that it is already mid-July, or more significantly, mid-summer. Given that we all just spent two years crawling through winters, Covid restrictions and throwing the expression ‘social encounter’ around like a swear word, there is much to observe in the new/old world. The time warp is still plagued by Trump/January 6, and Trudeau and Legault shrinking our ability to afford daily living or permitted some sanctioned bilingual mingling. Now, faced with a virus referred to as monkeypox, are we going through species names much like we name hurricanes and the use of Greek letters? I'm not so sure, no offence to the Beatles, if I am ever singing, "I am the Walrus" again for fear of catching something.

Observations of the new norms seem to have missed the point. I'm just saying, for example, that part of social interaction for me was talking to the cashier while bemoaning jacked up food prices. I used to shop periodically at Walmart, partially for the deals but mostly to see what people are either wearing or in other cases, not wearing. Many supermarkets have gone the route of the phonebooth, with not a cashier in sight. Taking the ritual of banter out of the experience seems counterintuitive.

Most of the communication with service station staff, not that you find one other than a cashier, is very Canadian in that once seeing the customers’ faces at shelling [no pun intended] out insane gas prices, their faces say 'sorry'. Friends invite me over with the rider, 'if you don't mind burning gas to come by', and many have admitted dealing with their angst by pilfering a touch of petrol from their lawnmower containers to save the previous experience described.

I always equated driving as a freedom option, much like once I learned how to ride a two-wheeler, but thinking twice about a road trip is more economy-based than boundary access.



We opened up our long-awaited softball season last week and the turnout was terrific. Reminiscent of the awkwardness of one’s first sock hop or school dance, people weren’t sure whether to hug, kiss, elbow or embrace each other after such a long separation, but in the end the warmth and unification was wonderful.

The horrific weather days we recently experienced, referring to the wind, torrential rain and ultimate power failures brought me right back to the desolation feeling felt over the last few years. Fortunately, friends and family continue to check in with each other to make sure folks are okay in much of the same kindness fashion as was done during COVID, which was heartening and the only positive take away from that debacle.

I, unfortunately, lost my phone on my way to fishing last week and felt like I was Tom Hanks in Castaway, but with a little help from my friends, phone number reminders have allowed me to feel like I'm still in the game. Being loaned a phone by my dear friend, Faye Ross, only needed a Sim card, and at a cost of \$11.50, while I may not be able to afford gas for a road adventure or buying most of my favorite foods, communication seems to be the most vital way of feeding one’s soul and nourishing one’s energies.

There are great music fests in Morin Heights at Basler Park, weekend band nights at Comforts bar and the Legion 171, not to omit the amazing weekend spectacles in Saint Sauveur, a chance to mingle and be entertained. If all else fails, we can always call each other and take it from there.

Enjoy and be well!



Making it Work in the Laurentians

Attracting New Customers 101

Maya Khamala



It may seem counterintuitive, but even in the early days of your business when your resources are limited, investing time, money and effort into attracting new clients is crucial. But, before you start acquiring new customers, make sure they'll like what they see when they find you!

Company name: Your business' name should be short, easily recognizable and memorable.

Domains: Confirm relevant domain names and extensions are available to avoid brand confusion.

Logo: Hire a pro to design an intelligent logo, complete with a slogan that conveys what you do and a short business description.

Business cards: Think of business cards as a portable promo that makes you look more professional (brochures can also be useful!).

Signage: If you have a storefront, be sure to have eye-catching, inviting signage. You might even go for a sidewalk board, or offer free samples outside to draw people in.

Elevator pitch: An elevator pitch is a run-down of your business and what it is about that is brief enough to deliver during an elevator ride.

Now that you've taken care of the basics, here are some ways to attract new customers:

Networking: Start with your existing network and build from there, using word of mouth, email, social media and face-to-face networking to spread the word about your company. Compile a list of would-be customers and update it regularly. Once you have a few clients, turn them into testimonials you can use to grow.

Email marketing: Email marketing is typically used to market to current or past clients and typically has a 2-3% response rate. For best results, hire a pro to create engaging copy, and make sure you're in compliance with the Canadian Anti-Spam Law (CASL).

Direct mail marketing: Since design and copy are everything here, hire a pro. When done well, direct mail gets you a 5-10% response rate.

Postal drops: Consider dropping flyers offering 'a limited time offer' in the mailboxes of businesses or homes by postal code.

Cold calling: It may be intimidating at first, but calling up potential clients equipped with a well-rehearsed script can really stir up interest.

There are many different ways to attract new customers. The strategy that works best will depend on the nature of your product/service, your target customers, and your budget. Work with a YES Business Coach to help develop your strategy and then work with you to make sure your follow through. You've got this!

YES Business Coaches can help you with ideas on how to grow and maintain your client base. Visit yesmontreal.ca.

Appointment of Mr. Sylvain Pomerleau

Mr. André Poirier, Chairman of the Board of Directors of the Integrated Center for health and social services (CISSS) of the Laurentians, is proud to announce the appointment, by the government of Quebec, of Mr. Sylvain Pomerleau as Deputy President and CEO of the CISSS des Laurentides.

Centre intégré de santé et de services sociaux des Laurentides

Québec

A nurse by training, Mr. Pomerleau also holds a master's degree in management and development of organizations as well as a certificate in leadership and management skills. He has worked at the CISSS des Laurentides since 2016 and until now held the position of Deputy Managing Director in charge of physical health programs.

He has also served in the past as Deputy Director of Critical Care and specialized services, as well as assistant director of professional services. He has various other professional experience accumulated over the course of his career, in particular at the CSSS du Lac-des-Deux- Montagnes, CSSS Ahuntsic Montréal-Nord and CHU Sainte-Justine.

Mr. Pomerleau's four-year term began on June 27. Remember that the post of Deputy President and CEO of the CISSS des Laurentides had been free for a few weeks, following the departure of Mr. Jean-Philippe Cotton, who became President and CEO of the CISSS de Laval.

Recognition For Volunteer Involvement. Margaret Hourston

On June 16, on the occasion of its annual general meeting, Prevoyance Envers Les Aînés des Laurentides celebrated the involvement and dedication of Mrs. Margaret Hourston, administrator and president of the organization for many years.



Resilient, empathetic, dedicated, committed and smiling, this great lady gave the organization a second wind upon her arrival in 2014. Today, thanks to to her, Prevoyance Envers Les Aînés des Laurentides extended its fight against mistreatment involving seniors at 4 MRCs (des Laurentides, Pays-d'en-Haut, Argenteuil and Antoine-Labelle) and has developed the renowned Pathfinder program.

Her courage, humility, discretion, leadership, benevolence, strength and voluntary involvement with many organizations and, in the community, make Margaret an exceptional person that all of us at Prevoyance feel blessed to have met.

Thanks for everything Margaret!

For more information on the services of the organization contact 1 844 551-6032 or by email at info@prevoyanceaines.org.



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