

**Nicole Guertin : new administrator
appointed to the board of directors of the *Foire Gourmande***

March 6 2017, Ville-Marie – The Foire Gourmande of Abitibi-Témiscamingue and Northeastern Ontario is delighted to be welcoming a new Ontario representative onto its board of directors. It is Ms Nicole Guertin who will be assuming the role, a post the organisation has been seeking to fill for some time.

Hailing from Kapuskasing, Nicole Guertin has become one of the leaders of the Franco-Ontarian community and a true visionary of the tourism industry. She developed the organisation Destination Nord, which evolved into Direction Ontario when its marketing mandate for the francophone tourism industry grew to include the entire province. During the Olympic Games in 2010 she moved to Whistler while managing the development of a website in ten languages. Since 2011 she has resided in Haileybury, where she is co-owner of the hotel Les Suites des Présidents, as well as being involved in numerous other projects, including the 'Tour du Lac', which brings together the Ontarian and Quebecois people of the Témiscamingue region.

As the Ontario representative on the *Foire Gourmande* board of directors, Nicole is hoping to strengthen the bonds linking the regions of Abitibi-Témiscamingue and Northeastern Ontario. One of her primary goals is to maximise the Ontarian presence at the event: not just exhibitors, but collaborators and visitors too. For president and founder Line Descoteaux, Nicole's arrival is a big boost for the festival: *"Her expertise, her contacts and her vision will be huge assets to the event. There are some significant challenges on the Ontario side of things – issues like recruitment and funding – so we are thrilled to be welcoming someone of her calibre."*

The Foire Gourmande of Abitibi- Témiscamingue and Northeastern Ontario is a not-for-profit organisation run by a board of directors whose members are all involved in the local socio-economic community. Nicole thus joins Valéry Roy, Chloé Beaulé-Poitras, Jean-Guillaume Trottier, Joanie Gaudet, Renée Lessard, Bernard Flébus, Angèle-Ann Guimond, Jean-Sébastien Gosselin, Jeffrey Gagnon, as well as president and founder, Line Descoteaux.

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