



THE BULLETIN BOARD

**INTERVIEW No 2
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Sylvie Bergeron
Executive Director of the
Campbellton Regional
Chamber of Commerce



<http://campbelltonregionalchamber.com/>

Q. Place of birth?

A. I was born at the St-Michel Hospital in Montreal, QC

I grew up in the small village of St-André d'Argenteuil in the Lower Laurentians (QC) until I was 18 years old. Then I moved to Montreal for my studies.

After the birth of my son, I returned to the suburbs.

Q. Profession and organization?

A. I am a paralegal by training with over 25 years of experience.

I was appointed Executive Director of the Campbellton Regional Chamber of Commerce October 19th of this year.

Q. Did you choose the Restigouche region (New Brunswick) or did you choose the region?

A. I would say it's a bit of both. After vacationing here in 2019, I literally fell in love with the area.

The proximity to the mountains and the sea, the calm, the simplicity completely charmed me.

Q. Your favorite leisure activity?

A. Walking and hiking.

Q. Of our four seasons which do you prefer?

A. Hmm, very difficult for me to love a particular season more than the others because for each season my heart is racing ... so many things to do and to discover. I am a person who loves nature:

- spring which represents for me the awakening of nature, like a phoenix which comes back to life from its ashes and also reminds me of my youth with the sugar season;
- summer for kayaking, biking, hiking, sun and heat, beaches;
- autumn for the splendor of colors; mountain hiking and apple season; and
- winter, for the beauty of the landscapes, is buried under snow, snowshoeing, sliding and especially the holiday season.

As you can see, I cannot choose from our seasons. Each of them gives me full satisfaction.

Q. Best advice ever received?

A. Believe in yourself and believe in your dreams.

Q. Your passion?

A. I am a *crafting fanatic*.



Q. Your best travel experience?

A. When I toured the Gaspé region seven years ago.

It was from there that I told myself that one day I would live by the sea.

This dream has now come true.

Q. Destination yet to discover?

A. Someday, I would like to visit the old countries of Europe including Scotland with its history of "*Highlander*."

Q. Favorite movie? Preferred music?

A. My favorite childhood movie is "GREASE" with the handsome John Travolta followed by "THE NOTEBOOK."

When it comes to music, I like all genres though I'm a die-hard fan of the music of the 80s - my teenage years.

Q. Last book read?

A. *Les héritiers du fleuve* by Louise Tremblay d'Essiambre



Q. Favorite quote?

A. My mother always told me, There is nothing that happens for nothing in life! Thank you dear Mom.

Q. Favorite author?

A. Guillaume Musso.
See : <https://www.guillaumemusso.com>



Q. What are you most proud of?

A. My children Simon (26 years old and Isabel (21 years old).

Restigouche Multicultural Association (RMA)

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<https://www.rma-amr.ca/> and <https://www.facebook.com/RMAssociationMR/>



Q. If you win the lottery jackpot, what do you do with it?

A. First, I would ensure my children had financial stability and would buy them their own house. Then I would discover Europe and her history and our ancestor. Then, I would focus on my passion for "crafting" and open a store selling "craft" items and give workshops to people who share the same passion.

FINALLY, I WOULD ENSURE TO GIVE BACK TO OTHERS AND HELP OUR COMMUNITY.

Q. Your advice to newcomers who want to settle in Restigouche (NB)?

A. Come to live in the most beautiful part of the Atlantic region. You will discover that we are welcoming people, ready to help you to integrate into our community.

Welcome !

Q. What one word best describes you?

A. Authentic

Q. You have a magic wand and can realize three wishes, what are they?

A.

- To allow all the children of the earth to never go hungry and to be cared for in order to be healthy;
- To eliminate all forms of racism; and
- To be able to travel the world.

Q. Hero of your youth? Today?

A. In my youth, my mother. Today, my children.

Q. The question you detest answering?

A. When interviewed for a new job, we are always asked the same question - tell us about yourself.

I am not comfortable talking about myself because it is putting myself in the foreground. I've always put others in front of me.

And I will say it's the same on a personal level.

I listen to others first and foremost, which sometimes makes me forget that I too exist.

Q. What would you like to see written on your tombstone?

A. I don't want to be buried - my ashes will go to the wind and the sea where I to beon my final voyage.

Q. The MISSION of the "Campbellton Regional Chamber of Commerce" is to promote and improve trade and commerce and the economic, civic and social welfare of the Restigouche county.

Regarding immigration to Restigouche, what is its involvement and support? Your immediate and long-term challenges?

A. From what I understand, the region has experienced a strong exodus from the Restigouche region to settle in

the south of the province and even outside the province. We badly need to convince these people (and others) to go back to basics **and we must all work together to allow newcomers to come and settle in the region. We have so much to offer.**

I note that we have a shortage of affordable housing - **New real estate projects would be an important asset for newcomers to find a suitable place to stay (housing unit or condo unit). Cities in the region should be meaningfully involved in providing easy access to our newcomers.**

With the pandemic, our economy has suffered enormously as well as our region. With the lack of tourism from our neighboring provinces, traffic to our region is at an all-time low. We must rebuild this economy so that our region stands out among the rest. And it's by supporting our local entrepreneurs and encouraging other entrepreneurs to come and settle there that we will bring our economy back to life.

Q. How can the Chamber of Commerce play a leading role in attracting the newcomer and once here assisting them in their

journey and to successfully integrate them?

A. It is certain that the primary mandate of the CRCC is to give all the necessary support to our entrepreneurs and merchants to keep our economy going.

We must give back to our region what it deserves. We will work in collaboration with our local organizations, municipalities and different levels of government to support our newcomers to integrate into our community.

The CCRC is in the process of making a virtual shift adapted to the current situation in order to be more present with its members and our business community, because this way of doing things will be part of our reality.

By being more present on social networks, we will be able to transmit all the information to help newcomers who would like to start a business in the region.

Did you know?

The CRCC came into being at the turn of the last century.

The primary goal of the creation of this chamber by a group of entrepreneurs from the region was to join their efforts in order to achieve objectives or benefits of common interest through an action

program such as development, economic development, tourism promotion, political pressure and management of special activities.

Over the years, several changes have taken place, including the change of its name to that of Campbellton Regional Chamber of Commerce in 1991 to better represent the business community in our region.

The chamber, which represents more than 200 member companies, is a key player in the economic, social and cultural growth of our region.

Led by a Board of Directors of 12 volunteers who share the same passion, which is entrepreneurship in Central / East Restigouche County. CRCC aims to be the "voice of the business community" in the region since it offers you countless opportunities to network, establish new business contacts, improve your professional knowledge and benefit from collective programs. more advantageous.

We are a vehicle for business people from small, medium and large companies to connect and prosper together.

What could be better than to be between "Land and Sea" where the beauty of nature and the feeling of zen are with us every day.

- Sylvie Bergeron, Executive Director

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