



Restigouche Multicultural Association (RMA)

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THE BULLETIN BOARD

February 16, 2021

Interview



Tara (Best) & Matthew Lemay , Owners:



<https://www.facebook.com/FlyingCanoeBookstore>
Campbellton, NB

Q. Place of birth?

Tara: Campbellton, NB

Matt: Morrisburg ON

Q. You chose the Restigouche (NB) or did it choose you?

Tara: I guess the area chose me twice.

First, I was born and raised here leaving after my high school graduation - not really thinking I would ever want to move back.

I came back to be closer to my mom and dad - my father's health was failing (he would die in October 2020).

Since then, the decision was made to stay. And, by chance, I got a job and I've never been happier!

Matt: It chose me. I came here with Tara in 2015 and fell in love with the area. I pictured one day retiring here. We ended up here (happily so) a lot sooner.

Q. Your opinion on immigration in general and immigration to New Brunswick in particular?

Tara: *In general I encourage immigration. I think Canada*

has come to symbolize multiculturalism and for myself personally I am always so curious and passionate about other cultures, their foods, their customs etc. For NB I really believe that immigration is helping our province grow, bringing new ideas and more entrepreneurs helping to create more employment and more diversity.

Matt: *Our country as we know it, is founded on immigration. That's who we are. For this region... Undiscovered potential. Our area is ripe for new adventure. We have everything you need up here from outdoor adventure, beautiful seasons, friendly people, plus it offers good quality of life.*

Q. Advice to the newcomer to our Restigouche Region?

Tara: I'll give the same advice I was given before I moved back to the area. Surround yourself with positive people and **be the change you want to see.**

Matt: Learn to love winter ha! ha!!! Take advantage of nature.

Q. Your passion?

Tara: Crafting / making things, music, animals, gardening, plants, community... I could go on.

Matt: People

Q. Preferred leisure activity?

Tara: I love playing board games, cooking, playing video games, crafting, skiing, ha! ha! a list that could be very long.

Matt: Watching movies or a really great tv show that has the ability to lure me in.

Q. Of the four seasons you prefer?

Tara: Summer - there's nothing like long days, warm breezes, sun and waves, camp fires and starry nights.

Matt: Autumn. It has the perfect temperature.

Q. Best life advice received?

Tara: *Be the change you want to see.*

Matt: *The only regrets you have in life are the chances you didn't take.*

Q. Most enjoyable voyage?

Tara: 1st year wedding anniversary to Quebec City

with my husband. We stayed at an old inn in the historical city. It was just such an all-around great few days. It felt a lot like being in a different country.

Matt: Florida with my wife and family. We swam with the manatees, in crystal clear river, water on a beautiful day... picture perfect.

Q. Destination to discover?

Tara: Well, there are so many and I'd love to start with my own country - to visit the north of Canada. and the midnight sun, northern lights, *Aurora Borealis.*

Matt: UK. All three countries, I'd love to discover where my lineage is from.

Q. You can dine with anyone from history, you choose?

Tara: My father. (deceased October 2020). I would love to have one more opportunity to sit with my dad.

Matt: My wife, because I know I would not be disappointed.

Q. Last book read?

Tara: I'm currently reading *Forever With You* by Barb



Curtis. She is an upcoming New Brunswick author from Blackville. I

can't wait for the next book in the series!

Matt: *Yellow Locust* by Justin Joschko, a great Ottawa area author.



Q. Favorite expression?

Tara: *"As above so below and beyond, I imagine"* from "Lateralus" a song by American progressive metal band Tool. The song is the third single and title track of their third studio album *Lateralus*.- source:Wikipedia:

Q. Favorite authors?



Tara: Stephen Baxter English hard science fiction author.

Financial partner:





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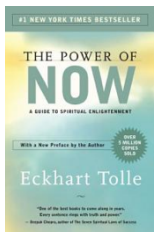
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Matt: J.R.R. Tolkien

English writer, poet, philologist, and academic, best known as the author of the high fantasy works *The Hobbit* and *The Lord of the Rings*



Q. A book you recommend?



Tara: *The Power of Now* by Eckhart Tolle because I think it's more important that everyone remembers or re-learns how to be present and try to live more in the moment.

Matt: *The Princess Bride* – appeals to every single age group.



Q. You are most proud of?

Matt: That I have a happy honest marriage.

Q. You win the lottery grand prize. You do what?

Tara: I'd become a philanthropist and invest as much as I can into growing and promoting our region while also making sure my friends and family want for nothing.

Matt: Divide half of it amongst my family and friends and invest the rest.

Q. Favorite movie? Music?

Tara: *Eternal Sunshine of the Spotless Mind*, Music: I'm a big metal head, *Black Metal* is my favourite but really I love all kinds of music.

Matt: Movie: *Return of the Jedi*. Music: Progressive anything.. The music is just so complex and I owe this to my dad for teaching me all about Jazz.

Q. One word describes you?

Tara: Ambitious

Matt: Approachable

Q. The question you detest answering?

Matt: This question ha! ha!

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

Matt: Famous Last Words: "I Got This."

Q. Something people may not know about you!

Tara: I'm musically inclined.

Matt: I'm a secret magician but I'm horrible at it.

Q. The question you would have liked to be asked?

Matt: Do you regret moving here? **Answer: no.**

About your new business :

Q. Why a book business ? To launch it during a pandemic?

Tara: I've always imagined owning a bookstore when I retired.

The opportunity just happened to present itself now so Matt and I decided to jump on the chance.

If we didn't try this we might regret it later.

Q. Kind of books you sell ?

Tara: We will be selling used books, used comic books and we will have a section of new books.

For the new books we'd like to focus on maritime authors mostly.

Q. Why the name *Flying Canoe* ?

Tara: When Matt and I went to Quebec city, there was a street artist painting the legend of the

flying canoe, *La Chasse Gallerie*.

Matt fell in love with the story and so had this artist's painting tattooed on his arm.

A friend suggested the name to us and we thought it was a great idea!

We felt it fit well with the area – the river, Acadians, First Nations...

Q. Your target market?

Tara: Everybody! I know that is very vague, but we do plan to try to cater to a vast market. Aside from what I've

mentioned earlier, we are partnering up with *Café Europa* (Campbellton, NB) to offer their coffee to the downtown area.

We will have a selection of hand dyed yarn from local indie dyers.

We will be hosting some game nights, and tournaments once restrictions allow.

Eventually we want to have some tabletop **role playing games (RPG)** events, some game workshops.

I would like to have story nights; I'd love to partner up

with local elders to teach the local community of their history and culture.

We have lots of ideas for the future which encompasses a large market.

Q. Do you specialize in a certain category of books?

Tara: No, we will offer a selection of all kinds. For the new books, we will likely specialize in maritime authors.

Q. Any upcoming sales?

Tara: We are trying to have our grand opening on March 6th. Along with this we may have some door crasher deals however nothing concrete yet.

Stay tuned!

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DID YOU KNOW?



La Chasse-galerie by Henri Julien, 1906, Musée national des beaux-arts du Québec

La Chasse-galerie also known as "The Bewitched Canoe" or "The Flying Canoe" is a popular French-Canadian tale of *Coureurs des bois* who make a deal with the devil, a variant of the Wild Hunt. Its best-known version was written by **Honoré Beaugrand** (1848–1906). It was published in *The Century Magazine* in August 1892.

- Source Wikipedia

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