



**PRESS RELEASE
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Attention publicity directors

Together for a better future for Lake Memphremagog and its watershed

Magog, June 19, 2025 - During its 58th annual general meeting held on Saturday at the Magog Community Centre, Memphremagog Conservation (MCI) presented its numerous projects and made a heartfelt call for property owners to get involved in the preservation of Lake Memphremagog and its watershed. Johanne Lavoie, the organization's volunteer president, emphasized: 'Every action counts to protect this natural treasure threatened by the loss of natural habitats and the effects of climate change. Together, we can act for future generations!'

Mobilization of shoreline and Lake Memphremagog watershed property owners – MCI warmly invites all shoreline property owners and those located in the Lake Memphremagog watershed to actively engage in the protection of this natural eastern Townships gem. 'Thanks to a wide range of tools and resources, MCI and its partners are here to support you, whether it's to restore your shoreline, improve stormwater management on your property, or protect your natural environments while benefiting from tax incentives' emphasizes Ms. Lavoie. 'You also have a key role to play in preserving this essential drinking water reservoir and its unique ecosystems. Together, we can ensure the future of Lake Memphremagog and its surroundings for generations to come. Do not hesitate to contact us to find out how you can make a difference!'

The Coventry file: five years of the moratorium – During the annual assembly, a special presentation on the Coventry landfill site was held to underline the fifth anniversary of the moratorium on the discharge of leachate into Lake Memphremagog. MCI and the American organization Don't Undermine Memphremagog's Purity (DUMP) are not letting up on their efforts to monitor the situation with this little-known pollution source. Remember that the leachate from the Coventry landfill is not being discharged into the Lake Memphremagog watershed thanks to a battle worthy of David VS Goliath which was won in 2019. This legal battle won by a group of volunteers managed to impose their will on the giant Casella Waste Management, a company with a 1.3 billion turnover, preventing them from sending leachate to the Newport waste treatment facility on Lake Memphremagog. There are still many issues for water quality, given the presence of many contaminants in this American waste site so poorly located near the source of drinking water for nearly 185,000 Canadians: Lake Memphremagog. The presentation concluded by sharing the environmental safety concerns of the leachate pretreatment plant pilot project. MCI was honoured to count on the presence of the federal members of Parliament, Mr. Louis Villeneuve and Mrs. Marianne Dandurand and Sherbrooke counsellors Mrs. Annie Godbout and Mrs Christelle Iefèvre. No doubt this international file caught their attention.

Mr. Henry Coe and Don't Undermine Memphremagog's Purity, co winners of the Gordon-Kohl award for 2025 – At the AGM, Mr. Henry Coe and the American organization Don't Undermine Memphremagog's Purity (DUMP) received the prestigious 2025 MCI Gordon-Kohl Award and MCI recognized them for their outstanding contributions and commitment to protecting the environment for the benefit of current and future generations. Mr. Henry Coe was honoured for his unwavering commitment to the protection of Lake Memphremagog. A long-time resident of the Newport area of Vermont, he has observed the gradual degradation of the Black River ecosystem, including the disappearance of turtles and birds. Alarmed by the potential impact of the Coventry landfill, he mobilised against its

expansion from 2018 onwards. Together with Mr. Chris Jacobs, he then contacted Mr. Robert Benoit of MCI, which led to the creation of the DUMP organization. Henry and DUMP have since held a major town hall, raised awareness of the dangers of leachate and PFAS, and helped secure a historic moratorium on the discharge of leachate into the Lake Memphremagog watershed. Despite the legal obstacles, they have continued, together with MCI, to defend the quality of the lake's water. Their actions, combined with those of MCI, embody the strength of citizen movements for environmental justice. Mr. Henry Coe said, " Canada, you guard the light. Thank you for this honour."

2025-2026 board of directors: nominations and departures – This year, MCI's Board of Directors welcomes three new directors, Mr. Antonio Di Fruscia, Mr. Hugo Deslandes and Mr. Jonathan Clarke.

Mr. Antonio Di Fruscia – Professionally semi-retired for just over two years, Mr. Di Fruscia is an engineer specialized in water treatment. He now puts his expertise to use through various consulting engineering mandates. He worked as a process and environmental engineer at the Jean-R.-Marcotte wastewater treatment plant for the City of Montreal for 12 years. Prior to that, he was a water treatment specialist at the Ministry of the Environment and Municipal Affairs as part of Quebec's water cleanup program for nearly 20 years. He has been passionate about environmental protection since a young age and is committed to doing everything necessary to protect Lake Memphremagog, this jewel of the Eastern Townships.

Mr. Hugo Deslandes – A seasonal resident of Magog, Mr. Deslandes spent several summers working in the Magog and Sherbrooke region. Being passionate about the outdoors and father of a two-year-old child, he attaches great importance to the protection of the environment, and more particularly to the health of Lake Memphremagog. Professionally, Mr. Deslandes is an auditor at Raymond Chabot Grant Thornton in Montreal and is currently completing his accounting studies in preparation for the final CPA Canada exam, scheduled for next September. He is very excited to join such a committed team and hopes to actively contribute to MCI's mission in the years to come.

Mr. Jonathan Clarke – Mr. Clarke has literally been on Lake Memphremagog since before he was born, with his grandfather having purchased the family cottage in the early 1970s. He has many fond childhood memories of boat rides into both Magog and Newport for lunch, fishing, water skiing, and swimming. Growing up in this water sparked his passion for all things aquatic, leading to years of coaching and working with Canada's Women's National Water Polo Teams, as well as becoming a scuba diving instructor. When not in the water, he brings over 20 years of experience as a CPA, having worked as an auditor for both Deloitte and now MNP. He also serves on boards or board committees for Swimming Canada, the Champions for Life Foundation, and Les Amis du Village Beaufort. Protecting this lake is close to his heart, and he is honoured to be part of the MCI board of directors.

These new directors will be added to the team of the Board composed of Johanne Lavoie, President of the organization, Pascale Bédard, Vice-President and Secretary, Olivier Provost-Barsalou, Santiago Doyon, Chairman of the Board, Gisèle Lacasse Benoit, Marie-Anne Tawil and Marie-Josée Huot.

In closing, MCI would like to point out that it is with regret that it is resigned to the departure of Mr. Peter Lépine, former Vice-President of MCI and director for 18 years. Mr. Lépine and his family and neighbours are responsible for the creation of the first private nature reserve done in collaboration with MCI. Coming from the Anglophone and Francophone community, Mr. Lépine has been translating all communications at MCI for many years in addition to participating in the updating of the website. The MCI team is pleased to know that Mr. Lépine will remain a volunteer translator with the organization. The MCI also acknowledges the departure of Mr. Eric Phendler and Ms. Frédérique Thibault-Lessard, former members of the patrol and project managers at MCI. They are giving up their positions as administrators to focus on their new academic challenges. The MCI team warmly thanks their dedication over the years.

Memphremagog Conservation (MCI) is a non-profit organization that ensures the protection, conservation and enhancement of Lake Memphremagog and its watershed for the benefit of current and future generations.

MCI works in consultation with the various regional and governmental authorities as well as with citizens to carry out concrete actions.

MCI relies mainly on scientific knowledge to inform, raise awareness and empower the various stakeholders to ensure the environmental health of Lake Memphremagog and its watershed

Photo



In the photo, from left to right. At the top: Ariane Orjikh, general manager, Santiago Doyon, chairman of the board, Hugo Deslandes, new administrator, Pascale Bédard, vice-President and secretary, Johanne Lavoie, president of the organization, Gisèle Lacasse Benoit, administrator, Dulce Krystal Mendoza Pérez, Master's intern in international ecology, Olivier Barsalou-Provost, administrator, Marie-Anne Tawil, administrator, Chanel Racine-Mineault, project manager, Jonathan Clarke, new administrator and treasurer, Antonio Di Fruscia, new administrator, Teresa Gerade, Member of the DUMP organization, Peter Lépine, outgoing vice-president, Ann Boswall, former administrator, Gabrielle Bousada, member of the patrol, Peggy Stevens, member of the DUMP organization, Chris Jacobs, member of the DUMP organization, Henry Coe, member of the DUMP organization and recipient of the Gordon-Kohl Award and Effie Brown, member of the DUMP organization. At the bottom: Maëlie Massé, member of the patrol, Angélique Guillemette, assistant patrol coordinator, Sélina Rodrigue, member of the patrol and Brigitte Johnson, administrative assistant.

Source

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