



Memphremagog  
Conservation inc.

**PRESS RELEASE  
FOR IMMEDIATE DISTRIBUTION**

**Attention Publicity Directors**

## **A new president for Memphremagog Conservation Inc.**

**Magog, June 21, 2022** – Memphremagog Conservation Inc. (MCI) held its 55th annual general meeting (AGM) on June 18th at the Hermitage club in Magog. Mr. Robert Benoit, the organization's volunteer president for the past seven years, presided over his last AGM. Mr. Benoit emphasized the hard work of the volunteers and employees of the organization, and thanked MCI's members and donors, who contribute generously to the efforts to protect Lake Memphremagog. He also noted the unique situation that held this past year, with the level of the lake at its lowest, frequent cyanobacteria blooms, the spread of the zebra mussel and unreasonable residential development. Nevertheless, there was good news as well, including the donation of several natural landscapes to be protected in perpetuity by generous property owners within the watershed.

« After 55 years in existence, Memphremagog Conservation must redouble its efforts to protect this regional drinking water reservoir, already suffering the effects of climate change, exotic invasive species, and the increase in tourism and residential development. The next meeting of MCI's executive team will be even younger and more motivated. I leave the presidency with confidence in the future of the organization. »

Mr. Benoit remains on MCI's Board of Directors and will continue to follow the Coventry landfill file, situated in Newport in Vermont.

### **Mrs. Johanne Lavoie becomes the organization's new president**

MCI's Board of Directors is proud to announce that at its meeting of June 20th, Johanne Lavoie, MCI's Board Chairman, was named the organization's president. Johanne has been actively involved in MCI over the past 14 years. She has been the organization's General Manager, treasurer and more recently Chairman of MCI's board. She collaborated in the creation of MCI's Conservation program, as well as in various strategic analyses. Johanne holds a bachelor's in Civil Engineering from Laval University and holds a specialized graduate diploma in Management from HEC Montréal. Johanne and her husband are permanent residents of Austin since 2006. Their four daughters, today ranging in age from 10 to 21, grew up on the lake and are very attached to the region. The environment, the outdoors, and various school and sporting activities are an integral part of their family life.

« The state of Lake Memphremagog and its watershed are the heritage we leave to our children and to future generations. We must act upstream to mobilise the various stakeholders of the region to ensure that this precious drinking water resource for more than 175,000 people is at the centre of their decisions. We all have a duty to question our actions, to get involved, and to work carefully, whether we be elected officials, entrepreneurs, developers, or citizens. We must do better; we owe this to our children. »

« I believe that we must pursue projects that bring together all the stakeholders, putting to good use the impressive quantity of scientific reports, position papers and knowledge accumulated over MCI's 55-year existence. I know that I am supported by MCI's outstanding team: our formidable General Manager, our patrollers, employees, administrators, and our numerous collaborators. I would like to thank the presidents who preceded me, they have paved the way for a better future. I plan to carry on their work, in my own way! »

### **2022-2023 Board of Directors**

The 2022-2023 Board of Directors, named during the AGM will be composed of: Mrs. Johanne Lavoie, MCI's President, Mrs. Pascale Bédard, Vice-President and Secretary, Mr. Peter Lépine, Vice-President, Mr. Olivier Provost-Barsalou, Treasurer, Mr. Santiago Doyon, MCI's Board Chairman, Mr. Robert Benoit, Past President, Mr. Douglas Coutts, Mrs. Gisèle Lacasse Benoit, Mr. Eric Phendler, et Mr. Maxime Veillette.

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**Memphremagog Conservation Inc. (MCI)** is a non-profit organization working for the protection, conservation and improvement of Lake Memphremagog and its watershed for the benefit of current and future generations.

MCI works in concert with various regional and governmental stakeholders, 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**



Johanne Lavoie, MCI's new volunteer president

### **Source**

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