

PRESS RELEASE
For immediate publication

A SUCCESSFUL FIRST YEAR OF A THREE-YEAR REGIONAL AGREEMENT WITH THE CRÉ

Salaberry-de-Valleyfield, September 27, 2011 – The SADC du Suroît-Sud is pleased to announce the results for the first year of the mentorship regional partnership agreement with the Conférence régionale des élus (CRÉ) Vallée-du-Haut-Saint-Laurent and its Forum jeunesse.

Forty-eight (48) matches of mentor-mentored were made in our region during the first year of the agreement. Since 2000, there were 815 mentor-mentored matches in as many business projects that represent 3,465 jobs. «This collective effort stimulates regional wealth with a significant impact », mentions the Conseil régional de mentorat de la Vallée-du-Haut-Saint-Laurent's president, Mr. Jean-Claude Marchand.

Thanks to the CRÉ's contribution and its Forum jeunesse, the mentoring regional council was able to publicize its service throughout the region. Many conferences were held, among others that of Ms Kim St-Pierre, Olympic medal holder. Publicity being the cornerstone of good exposure, advertisements about mentoring and its partners were published. These highlight the entrepreneurs who are helped by a mentor. In addition, workshops on developing professional skills and on tutelage were offered to the mentored and mentors.

Through its three-year partnership, the Société d'aide au développement des collectivités (SADC) du Suroît-Sud, the Réseau emploi entrepreneurship (REE) and the Centre d'aide aux entreprises (CAE) Haute-Montérégie will receive \$153,000 (of which \$18,000 from the Forum jeunesse of the Vallée-du-Haut-Saint-Laurent) to promote mentoring from the Conseil régional de mentorat de la Vallée-du-Haut-Saint-Laurent which covers the Haut-Saint-Laurent, Beauharnois-Salaberry, Vaudreuil-Soulanges, Jardins-de-Napierville and Roussillon MRC'S. The members of the regional council are proud to belong to a well-known network in Quebec, the Réseau M of the Fondation de l'entrepreneurship. This council enforces management and ethics rules, organizes events and coordinates advertising and financing efforts.



« By working together, I am convinced that we support entrepreneurs even better in the growth of their professional skills », adds Mr. Jean-Claude Marchand. Mentoring for entrepreneurs is a service provided by experienced businessmen (mentors) who volunteer to share their experience by accompanying entrepreneurs (the mentored). Mentoring doubles the chances of survival for the business. In addition, it passes on the knowledge and experience of seasoned businessmen for the benefit of the business. « This often speeds up their progress towards success, that is why mentoring is identified as an efficient method to reach our objectives in regional economic development », indicates Yves Daoust, President of the CRÉ Vallée-du-Haut-Saint-Laurent. « Business success also leads to keeping our young mentored in the region », adds Jasmin Felx, president of the Forum jeunesse Vallée-du-Haut-Saint-Laurent.

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Photo 1 : Martine Boyer (Forum jeunesse Vallée-du-Haut-Saint-Laurent), Lilianne Pronovost (CAE Haute-Montérégie), Jean-Claude Marchand (president of the Conseil régional de mentorat Vallée-du-Haut-Saint-Laurent), Geneviève Lebel (Réseau emploi entrepreneurship), Éric Corbeil (CRÉ Vallée-du-Haut-Saint-Laurent), Natacha Marlier (SADC du Suroît-Sud)
Photo 2 : Few mentors: Jocelyn Riendeau, Léo Lalonde, Jean-Claude Marchand, Jean Courtemanche, Pierre Lussier

Source :
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