

## Press release

Under **EMBARGO** until Wednesday, October 21, 2009 **7:00 pm**

### ***AAPQ elects new Board of Directors with in mind the agency of the future***

*R/GA of New York gives a first conference in Canada during the AAPQ's AGM*

**Montreal, Wednesday, October 21, 2009** – A new 2009-2010 Board of Directors will be overseeing, in collaboration with the permanent staff, the increasingly ambitious projects of the Association of Quebec Advertising Agencies (AAPQ). Also, in order to set the tone for the coming year which promises to be rich with many accomplishments, the AAPQ offered its member agencies a Canadian first and exclusively, a conference hosted by Barry Wacksman, Executive Vice President and Chief Growth Officer of the New York agency R/GA. After Cannes' *Festival international de la publicité* and New York's *Ad Week*, Mr. Wacksman shared with the members of the AAPQ his vision of the future advertising agency, during the Annual General Meeting (AGM) of members.

"The theme for this conference could not have been more appropriate. Our Association plays and can play an ever increasing role in this universe which offers ever more opportunities to both agencies and advertisers", said Sébastien Fauré, President of *bleublancrouge*. "I'm extremely positive about the capabilities of our team, which is why I gladly and enthusiastically contributed my time and energy during the past two years. This year, I'm passing on my responsibilities to another chairman, while remaining a very active board member, particularly with respect to the *montréal.ad* and *YUL-LAB* projects. Dominique Lebel, my successor, Yanik Deschênes as General Manager and the team in place have the necessary vision, skills and tools to continue promoting our product, our talents and our reputation", concluded Sébastien Fauré, the outgoing Chairman of the Board.

"The AAPQ has shown that it was extremely dynamic and visionary these past few years and that bodes extremely well for our industry. I just can't wait to get to work with the new Board of Directors and our President and General Manager to take on the challenges that await us. Also, I'd like to thank Sébastien Fauré for his tremendous contribution these past few years", mentioned Dominique Lebel, incoming AAPQ Chairman of the Board and Cossette Executive Vice-President for Quebec City and Montreal. "The fact that we are greeting three new people to the Board, of which two have an expertise that is mainly digital, shows the extent that our Association accurately reflects the direction taken by our advertising industry, a trend that our Association intends to actively participate in", added Dominique Lebel.

The Board of Directors of the AAPQ extends its greetings to incoming members Messrs. Philippe Le Roux (President, *Phéromone*), Denis Roy (President, *Egzakt*) and Alain Tadros (President, *Harry & Co*).

#### **The new 2009-2010 Board of Directors**

The new AAPQ 2009-2010 Board of Directors comprises the following 10 members: **Dominique Lebel** (*Cossette*) Chairman, **Sébastien Fauré** (*bleublancrouge*) outgoing Chairman, **Ann Bouthillier** (*PALM + HAVAS*) incumbent Vice-President, **Raymonde Lavoie** (*DesArts Communication*) Vice-President, **Benoît Cartier** (*Cartier Communication Marketing*) Secretary-Treasurer, **Yves Blain** (*Taxi Montréal*), **Marc Lacroix** (*LXB Communication Marketing*), **Philippe Le Roux** (*Phéromone*), **Denis Roy** (*Egzakt*) and **Alain Tadros** (*Harry & Co*). The agency members of the AAPQ expressed their heartfelt appreciation to the outgoing directors during the General Meeting. The AAPQ wishes to thank them for their tremendous devotion and commitment to the Association and industry. Again, our sincerest gratitude to **Daniel Demers** (*Ogilvy Montréal*), **André Beauchesne** (*TANK*) and **Nicolas Cazalais** (*Kolegram*).

### **About the AAPQ**

Created in 1988, the AAPQ is a non-profit organization with a membership of 63 advertising agencies, which generate more than 80% of the industry's revenues in Quebec. Its purpose is to represent the Quebec advertising industry, which generates direct economic benefits of \$5.2 billion and employs over 60,000 people. The AAPQ's mission is to enhance the quality of advertising and create awareness in the general public regarding the critical role played by marketing communication agencies. The AAPQ also supports the training of the next generation of practitioners in order to increase the knowledge and specialized skills of advertising professionals and allow them to develop a product that is ever more creative and strategic to remain competitive on the international scene.

For further information, please visit [www.aapq.ca](http://www.aapq.ca)

### **About Montréal.ad**

The very first international showcase of Quebec's advertising products, *montréal.ad* is, first and foremost, a portal for the creativity that epitomizes the accomplishments and innovations of our homegrown advertising agencies. Last August, *montréal.ad* kicked-off the YUL-LAB, a commercial offering for global advertisers.

For further information: [www.montreal.ad](http://www.montreal.ad)

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