

Press release For immediate release

Valérie Tremblay, agr. named General Manager of Holstein Québec



Saint-Hyacinthe, April 2, 2015 - The Holstein Québec Board of Directors is pleased to announce Valérie Tremblay will become Holstein Québec's General Manager as of May 4th. She will work from the Association's head office in Saint-Hyacinthe.

Selection Committee Chair Georges Sirois expressed the Directors were excited to welcome Valérie to this crucial position: "Valérie provides leadership, vision, technical expertise, and an in-depth knowledge of our industry – which will yield not only stability, but growth to Holstein Québec".

Raised on a Holstein farm in Québec Saguenay region, the new General Manager has dedicated her entire career to the dairy industry. Following graduation from the Macdonald Campus of McGill University in 2000, Ms. Tremblay began working for Holstein Québec. In those 11 years, she supported many Holstein clubs and managed the team of advisors. More recently, she worked 4 years as the Training & Extension Coordinator at Holstein Canada, supporting classifiers and Canadian Holstein breeders, often as speaker in all regions of Canada. While working in the industry, Ms. Tremblay completed her Certificate in Business Administration at Université Laval.

Ms. Tremblay also contributed to the development of the Quebec and Canadian dairy industries by sitting on many committees, such as the Quebec Dairy Symposium and CDN committees. She also is a well-known author, with articles in *La Revue Holstein Québec*, *Info Holstein* and Québec's Dairy Cattle Guide (*Guide des Bovins laitiers*).

"It is a great pleasure and an honor to join a vibrant team who cares deeply for Quebec dairy producers. I see many opportunities for Holstein Québec to continue providing services all while adapting to the needs of our dynamic Holstein breeders. With the Board of Directors' vision, I am sure we will meet rise to challenge with leadership and efficiency" adds Ms. Tremblay.

Due to family ties between the current President and the new General Manager, Mr. Denis Tremblay (who voluntarily withdrew from all steps of the selection process), announced he will step down as President of the Board as of April 30th. Current Vice-President Georges Sirois, who will assume the role of Interim President, states: "On behalf of the Board of Directors and all Holstein Québec members, we sincerely thank Denis for the years he devoted to our industry, over two years as President. Under his leadership, Holstein Québec took some important steps".



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In conclusion, Mr. Sirois has thanks the Holstein Québec team: “The Board of Directors thanks Patricia Normandin, Interim General Manager, her assistants and the Holstein Québec team for their support during the transition. Their dedication to the Association and to its members is highly motivating”.

Although Mrs. Tremblay begins her new position on May 4th she may currently be reached by email at tremblay@holsteinquebec.com

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For more information, please contact:

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