



HEAR YE! HEAR YE!

NATIONAL HISTORIC SITES ON CAPE BRETON ISLAND
LIEUX HISTORIQUES NATIONAUX DU CAP-BRETON

VOL 9, NO 5, MAY-MAI, 2007

Rendez-Vous Canada

Rendez-vous Canada was a big success!

Rendez-vous Canada is a tourism trade showcase where parties interested in buying and selling destinations and experiences get together to network and discuss business relations in one marketplace. There were approximately 1,500 delegates in attendance at Rendez-vous Canada 2007.

This year, I attended Rendez-vous from April 28th to May 2nd to promote Louisbourg's special program offerings that included the Archaeology program, the Wine Tasting, the 18th Century Gardens and Cooking program, the 18th century Forge and Weapon program, and the new Chocolate program.

TIAC (Tourism Industry Association of Canada) hosted a networking cocktail party on Saturday, April 28th in the evening aboard the Louis Jolliet pleasure boat. Parks Canada was a co-host for this event. Our team was there to greet the delegates as they boarded the cruise. Our CEO, Alan Latourelle, gave a short address to the crowd on Parks Canada's special places and experiences.

Guy Thériault, a Parks Canada Travel/Trade Relations Specialist, was the Master of Ceremonies for this event and did a fabulous job. Each delegate received a chocolate sample at each place setting with a hangtag that gave an historical account of Louisbourg importing chocolate. There was a short trivia question about the "Food of the Gods" to which people had to answer "chocolate" on their ballot and take it to our booth in the tourism mall for a daily draw. The winner received a gift that included a small Chinese export porcelain tea bowl and chocolate sticks. At the end of the dinner there was an amazing video of all the Parks Canada National Historic Sites, Canals, and National Parks that impressed everyone. Then it was off to the booth!

The Fortress had high visibility with our booth being set up to the left of the entrance in the tourism mall in the convention center. We shared the booth with Bernard Pelletier (an artist with Parks Canada) who gave out signed prints at our booth to the delegates. Behind our portion of the booth were two large pull-up posters of the Fortress. I handed out many brochures on our special programs, and recipe cards for



the chocolate paste and hot chocolate drink. Delegates were interested in the programs, asked many questions about my costume, the chocolate on display, and got to taste chocolate samples.

It was a huge success as we ran out of 2,000 samples late in the afternoon on the last day!



Picture of our display

It was a busy 5 days but was

rewarding and well worth the effort. The Parks Canada team worked very hard at making Rendez-vous 2007 a success. Hats off to the rest of the team here at Louisbourg, in Halifax, in Ottawa, and in Quebec for helping us promote our treasure.

A magazine was produced of the daily and evening events called RVC Plus of which we have all three issues. Louisbourg is featured in all three! If anyone wishes to see them, I have them in my office.

Ruby Fougere

In the Kitchens at Louisbourg

On Friday May 19, Chantal Véchambre, funded by the new marketing initiatives program of Parks Canada, came to work a day with Parks and Fortress Louisbourg Association staff in the kitchens of Louisbourg. The goal of Parks and the Louisbourg Association was to review current practices, some of which were short on documentation, to expand our repertoire of recipes to appeal more to visitors, and to offer new

dishes for the chocolate program and evening events, such as the wine tasting.

Chantal, a French trained chef currently living in Moncton, New Brunswick, is well versed in French historic cuisine as she has studied its links to modern Acadian cuisine. She was delighted to have the opportunity to work with the restaurant at Louisbourg. The Fortress Louisbourg Association staff were very pleased to have a new resource person to support their work and welcomed Chantal into their kitchen.

May 19 was a long, busy day in the kitchen. Several new recipes were made and some fundamental techniques of French cuisine were reviewed. The atmosphere was very pleasant as all watched and worked interestedly to see how sound our basic methods were, but what we could do to add variety to our menu and make the presentation of food more appealing and appropriate. We discussed the presentation of plates, salads and side dishes. The Association staff raised long-standing questions, such as the appropriateness of the popular molasses cookies. (As Ann Pitcher suspected, they are modern. Cookie fans take heart; they'll still be in the coffee shop). New dishes include a beef ragout for the Grandchamps, a fish soup and rice dish for L'Épée Royale and evening programs, a chocolate cream, chocolate cake, and apple pie with cream filling for the afternoon dessert program, "Le Salon du Chocolat," that the Grandchamps will offer from 2:30 to closing everyday in July and August. We also worked on 18th century cookies, which were very tasty.

Having new input and ideas for the restaurants was energizing for everyone. We came away with some delicious dishes and a resolve to use fresh herbs and traditional ingredients and recipes. Chantal was impressed by what the restaurants are able to do on such a grand scale and felt privileged to be able to contribute to our historic interpretation of cuisine. She promised to come back and visit when we are open! Pictured below (compliments of Ruby Fougere) is everyone who took part in the days training and also a picture of the new rice dish.



Anne Marie Lane
Jonah



Safety Award

Conservation Lab employees Anita MacNeil and Maura McKeough have been chosen "Safety Employees" for the month of March 2007. They received this award in recognition of the continued diligence they present in maintaining a clean and safe workplace.

Both Anita and Maura look very pleased to accept this award!! *Congratulations, Ladies!*



CAA & Parks Canada

The Canadian Automobile Association (CAA) and Parks Canada have a formal partnership through which the CAA devotes two of their ATV/ASN Breakfast Television segments to Parks Canada. They have decided that they want to devote one segment to camping at Fundy and the second to the new chocolate experience at Louisbourg. Although the dates have not been confirmed, it is being planned for this summer. Once the dates and the shooting schedule have been determined, we can begin to plan the broadcast.

News from AGB

"These letters to Mrs. A. Melville Bell were found in an old Japanese desk where they had apparently been kept by themselves. They cover all the years of my acquaintance with my husband's mother, and form a record of his life and mine.

"Please do not destroy them. If no one cares for them now perhaps one of the grandchildren may, years hence.

"To me old letters are sacred, when they deal with the family life. I would value old letters revealing the personality of any of my ancestors beyond any amount of old furniture or bric-a-brac." Mabel G. Bell, June 1913, Letter Books Volume E-1

Annual Conference

The Fifth Annual Conference on Communications Networks and Services was held in Fredericton, N.B., May 14 – 17. This annual conference is jointly sponsored by University of New Brunswick, Dalhousie University, Université de Moncton and ACOA.

Technical papers, short papers and posters describing original research in the field of communication networks and services were presented and there were one-day tutorial and special sessions.

This year, AGBNHSC was invited to provide the speaker for the conference banquet dinner and Sharon Morrow delivered a 45 minute PowerPoint presentation on the life and work of AGB. The historic images and the story like nature of the presentation were a welcome break from the technical presentations of the conference day sessions and as is almost always the case many were not aware of Bell's accomplishments after the telephone.

The cover slide of the PowerPoint featured the prestige version template with some PC wording and the conference organizers liked it so much that it was shown on the 2 10'x10' screens during the entire banquet until the presentation took place.

Opening News....

We were pleased to have a spot (6:20 a.m.!!) on CBC Information Morning recently to talk about the visitor season and special events.

Since opening on May 1st, our attendants have been asking our visitors if they are members of CAA/AAA - quite a few are and appreciate the discount.

In June, AGBNHSC hours of operation change to 9 a.m. to 6 p.m. daily.

Our first cruise visitors arrived on May 14th from the Maasdam which was docked in Sydney.

Flights of Fancy

Our outreach education lesson plan "Flights of Fancy" has been completed. We are very pleased with the final product and graphic design. Pilot testing will take place in the fall and then it will be ready for html conversion and posting on the Parks Canada website.

The Canadian Kite Federation is planning a celebration of the 100th anniversary of the flight of Bell's man carrying kite Cygnet in August. Kite makers/flyers who register will spend an afternoon here and hold their reception in Orientation after hours. The following day they will have the special opportunity to fly their kites at Beinn Bhreagh and visit the gravesite. Marconi & Canso Islands NHSC's open June 1st operating from 10 a.m. to 6 p.m. daily until September 15th. Both Sites will see returning staff.

Explorer Quotient

AGB and FOL are two of four sites in the Parks system participating in a pilot project in collaboration with the Canadian Tourism Commission (CTC). The other two are Lower Fort Garry NHS and Riding Mountain NP.

The project is to assess visitors according to their travel motivations and personal preferences and see if we can offer experiences that match their profile. We will greet visitors and determine if they would like to participate, at which point they will do a short survey. The result will be their personal "explorer" profile - one of nine categories.

The new explorers will then be given an itinerary that will suggest doing specific things while on-site or in the area. What we offer will not be anything new, for the most part, we are highlighting aspects of our program and service offer that studies have shown this type of person will enjoy. A really basic example is: telling the Cultural Explorer that they must see the Chapel and the Aboriginal exhibit in De la Plagne.

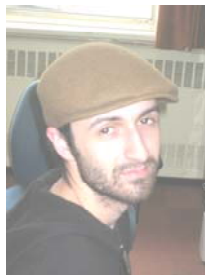
A continuation of the project, by the CTC, in the fall will determine if this idea has enhanced the visitor's experience and, if so, to what extent. The results will be shared with the tourism industry at their annual meeting by senior management of PC and the CTC.

Each of the sites have been given additional resources to carry out this pilot project. The background work is currently being done and the project will be implemented at the sites in mid-July.

Young Canada Works

Please join me in welcoming Josh Adams to the Fortress Team!

Josh is our Young Canada Works student, here until September. He will be assisting the Marketing Officer and the Heritage Presentation and Client Services staff in such projects as: creating a media database, doing design work on new web pages, trade show panels and a series of posters, and a host of other similar work for the next few months.



Josh hails from PEI, but has married a Sydney girl and now lives here in Cape Breton and was taking graphic design at Marconi Campus when we found him. He is also a professional photographer, so we will be tapping into that expertise!

If you want to drop by and say hi, you will find him in the office across from Central Registry, in Mark's office or in Dugas - he is a busy man! Josh is also looking for someone to car pool with - he resides in the Westmount area and works Monday to Friday and his hours are changeable. Also if anyone knows of any accommodations in the Louisbourg area, he would be interested in moving here for the summer.

Congratulations

Sean Cox and his wife, Janice, had a beautiful new baby girl on Tuesday, May 29th. Bib brother, Jake, is very excited! Congratulations!!!

New Look for Newsletter

Thomas Miko, a designer from the National Design Centre in Halifax received a copy of our last month's newsletter and although he thought it was a great newsletter he did note that I was not using the right identifiers so hence the change.

What do you think - do you all like it????

Anyone wishing to submit an article to the Hear Ye! Hear Ye!, please forward to Donna at donna.macneil@pc.gc.ca.