



Gabrielle's World

Maison Gabrielle-Roy's Newsletter



Get updates on activities at
Maison Gabrielle-Roy on our
website

(www.maisongabrielleroy.mb.ca)
as well as Facebook.

Should you wish to comment on
this newsletter, or share
information, please write us at
Box 133-375 Deschambault St.,
St. Boniface, Manitoba, R2H 3B4
or email us at
info@maisongabrielleroy.mb.ca.

In this issue

- Translating thoughts
into action 2
- The numbers,
the dates, the names 2
- Suzanne Kennelly 3
- The Maison according
to Colette 3
- Three prizes to win 3
- Gabrielle Roy
Headlines 4

MAISON GABRIELLE-ROY

BOARD OF DIRECTORS

President:

Laurent Gimenez

Vice-president:

Mélanie Jichuk

Treasurer:

Jules Chartier

Secretary:

Anne-Marie Maupertuis

Administrators:

Christian Morissette

Josée Paquin

Laura Sims

Francis Tremblay

PERSONNEL

Executive Director

Lucienne Châteauneuf

Accountant

(contract basis):

Stella Labossière

CONTINUITY AND CHANGE

In my message published in the preceding edition of *Gabrielle's World* (Winter 2014), I spoke of 2014 as being a year of "transition" for Maison Gabrielle-Roy. A transition made necessary due to major changes affecting both the Board (end of the mandate of the President, François Lentz) and the administration (non-renewal of the position of full-time executive director). A few months later, the nature of the transition can be described more clearly by two simple words: continuity

LAURENT GIMENEZ, PRESIDENT OF THE BOARD OF DIRECTORS OF MAISON GABRIELLE-ROY

and change.

Continuity is reflected first by the composition of the Board of Directors which, as of the last Annual General Meeting, held on May 15th, 2014, has barely changed. The same can be said for our valiant team of volunteers who, through their various activities, allow Maison Gabrielle-Roy to remain a first-class museum and to receive

visitors from across Canada and around the world. Continuity is also ensured as concerns the double mission of the organization: historical on one hand, and its cultural identity in the community on the other.

The first change has to do in the administrative area of Maison Gabrielle-Roy. After a two-month hiatus, we are elated that Lucienne Châteauneuf has taken up her functions as Executive Director again, but only part-time (two days a week), not full

Continued on page 2 ▶

WHO DOES WHAT ON THE BOARD OF DIRECTORS?

About thirty people took part in Maison Gabrielle-Roy's Annual General Meeting on May 15th, 2014, in St. Boniface. Participants included Ms Annette Saint-Pierre, President of Amis de Gabrielle-Roy, and Ms Mélanie Cwikla, CEO of the Secrétariat aux affaires francophones du Manitoba.

Everyone present received a copy of the annual report which included, amongst other things, the 2013 financial audit report, various committee activity reports, a summary of the past year and projects and perspectives for 2014-15. For the first time, the annual report was posted on Maison Gabrielle-Roy's website at www.maisongabrielleroy.mb.ca.

There were no elections as no one presented themselves to fill the position of the only administrative seat that is currently open. However, if someone is interested in this volunteer position, or wants to know more, please let us know by communicating directly with Maison Gabrielle-Roy by telephone (204 231-3853) or by email (info@maisongabrielleroy.mb.ca).

At the end of the meeting, Ms Annette Saint-Pierre gave a presentation on "Amis de Gabrielle-Roy", an organization whose main mission is the maintenance, development and promotion of the Gabrielle-Roy literary circuit in Manitoba. The association is currently attempt-

ing to raise funds to erect a column in honour of Gabrielle Roy at the entrance of Deschambault Street. Potential donors may communicate with Ms Saint-Pierre at 204 231-8503.

On May 27th, during their first meeting after the AGM, the members of the Board of Directors of Maison Gabrielle-Roy named their Executive Committee. It is made up of Laurent Gimenez, President, Mélanie Jichuk, Vice-president, Jules Chartier, Treasurer, and Anne-Marie Maupertuis, Secretary.

Other committees that make up the operating plan of the museum include the following: Planning, Finance and Boutique

Translating thoughts into action

At the end of 2013, Maison Gabrielle-Roy's Board of Directors began to think about how to diversify, as well as how to increase and ensure perpetual revenues for the organization.

The initiative, led by the Marketing and Fundraising Committee, has already been set in motion. First of all, the Board decided that it would be a good idea to put in place two strategies: a multi-annual strategy of marketing and development as well as an annual fundraising strategy.

The goal of the fundraising committee in 2014 is to raise \$7,500 (besides the amounts already projected in the budget) from now until the end of the year. As for the multi-annual marketing and development strategy, it is made up of the following goals:

- Elaborate and set in motion a campaign to sensitize the public and provide more information about Maison Gabrielle-Roy (public image);
- Pursue possible avenues with the

target audience (French-speaking Manitobans);

- Look into new target audiences, in particular, those in the following categories: English-speaking population, French-speaking immigrants, youth, universities, people who are learning French, people who are interested in culture, literature and architecture;
- Establish strategic partnerships (with the Canadian Museum for Human Rights and Université de Saint-Boniface, in particular).

During the month of May, members of the Board were asked to suggest their ideas in regards to how we can reach these goals. More than one hundred ideas were presented and the Marketing and Fundraising Committee put them in order of priority. Throughout the summer, the committee will decide upon a timeline to translate them into action and to determine the necessary human and financial resources. Further information about this initiative will be presented in the next edition of Ga-

CONTINUITY AND CHANGE

Continued from page 1

time. To compensate for this reduction in human resources, the members of the Board have graciously accepted to spend more time and effort on Maison Gabrielle-Roy. I greatly appreciate their generosity.

The change has also set in motion a financial restructuring of the organization. We came to the conclusion, after assessing the situation several years ago, that we must diversify our revenues and considerably increase our self-financing auto-financing capabilities in order to ensure the survival and long-term development of Maison Gabrielle-Roy.

With this goal in mind, the Board has started to elaborate a multi-annual strategy of marketing and development, twinned with an annual fundraising strategy (see article *Translating thoughts into action*). We should begin to see the positive effects of this strategy by the end of the year.

It's important to remember that 2014 is a year of transition, and that the first order of business is the administrative structure of Maison Gabrielle-Roy. At the beginning of the year, we attempted a new experience by creating a new part-time position for a development and marketing coordinator. However, it did not produce the expected results. After Salimata Soro left the position, the Board made a decision not to fill the vacancy, at least not for the moment, in order to have more time to reflect on the museum's requirements in the area of human resources.

What human resources do we need to reach our financial and programming goals? This is the question we will attempt to answer definitively by the end of 2014.

In the meantime, allow me to wish all of the friends of Maison Gabrielle-Roy a summer of rest, discovery and delight, in short an enchanted summer!

L.G.



Many thanks...

- to **Rinella Printers Limited** for sponsoring parts of the printing costs of this Newsletter;
- to **Simone Hébert Allard** for having translated the newsletter into English

● The numbers

130: number of people who took part in the Gabrielle-Roy Brunch on March 23, 2014 (162 in 2013)

\$2,384: profit resulting from the brunch (\$3,840 in 2013)

34: number of participants at the celebration of the Journée mondiale du livre et du droit d'auteur (JMLDA) at Maison Gabrielle-Roy, April 23, 2014

62: number of haiku poets (from Quebec, New-Brunswick, Ontario and Manitoba) who contributed towards a collection of haikus sur *une même écorce* (éditions David d'Ottawa), launched on the JMLDA at Maison Gabrielle-Roy

● The dates

August 2014: first presentation of the 2014 season of *La visite chez Mélina* at Maison Gabrielle-Roy. Other presentations will take place during the summer.

Sept. 26, 27 and 28:

Culture Days at Maison Gabrielle-Roy

March 22, 2015: date of the next Gabrielle-Roy Brunch

● The names

Joëlle Saltel-Allard ended her mandate on the Board of Maison Gabrielle-Roy. Warm thanks to her for her contribution.

Andréanne Caux (administrative assistant) and **Keshav Bodhee**, (interpretive guide) are our first student employees for the 2014 summer season.



Paulette Duguay interprets the role of **Mélina**, Gabrielle's mother, at Maison Gabrielle-Roy.

“I am very fond of Mélina”

After a 28-year career with Radio-Canada, journalist and radio presenter Suzanne Kennelly has retired. Author of *La visite chez Mélina*, the play that has been presented each summer since 2010 at Maison Gabrielle-Roy, she revisits the creation of this work as well as her other writing projects.

Suzanne, what were the circumstances that led to the creation of *La visite chez Mélina*?

“All it took was a meeting over coffee with Lucienne Châteauneuf, the director of Maison Gabrielle-Roy, to foster the creation of *La visite chez Mélina*. Lucienne was looking for a touristic product that would make the experience more interactive and original for visitors. She suggested a play and I proposed to write one.

One thing was very clear: I did not want to dramatize Gabrielle Roy. It seemed to me an insurmountable task as too many people had known her so well. That's when the idea emerged of having Mélina, Gabrielle's mother, as the main character. It's important to keep in mind that Maison Gabrielle-Roy was first and foremost Mélina's house and that Gabrielle eventually came to live in it.

I am very fond of Mélina, an endearing, devoted, lively and determined woman. One particularly moving moment during the process of the creation of the play

was to have the opportunity to hold (in gloved hands, of course) a letter she had written to a niece of hers (thanks to the Société Historique de Saint-Boniface).”

What does Maison Gabrielle-Roy mean to you?

“It is the jewel of our community, an architectural testament to the literary genius of Gabrielle Roy. It allows us to see and to feel the different times of her life and to better understand what motivated her to become a writer and to pursue a career in this field despite the number of obstacles before her. I spent a lot of time in Maison Gabrielle-Roy. I heard her speak to me, something she does every time I visit.”



Why do you like Gabrielle Roy's work?

“Like so many other people, I used to think that Gabrielle Roy was originally from Quebec. However upon my arrival in Manitoba in 1986, I quickly learned that this was incorrect. And, as I reread each one of her works, I understood the pivotal importance of Manitoba in its content, as well as in the space, the rhythm and the movement of her writing.”

Can you speak a bit about your writing projects?

“I hope one day to write two other plays

that would form a trilogy and that would give Maison Gabrielle-Roy additional elements to further nourish the actual experience. The subject is particularly rich, whether it is from the perspective of Léon Roy, Gabrielle's father, or her sister Bernadette. Writing is certainly part of my current projects: a play, songs, a novel, anything is possible. I am calling on the gods of creation and hope they will lend

The Maison according to Colette

French-speaking artist Colette Balcaen has

generously donated her magnificent representation of the writer's native home to Maison Gabrielle-Roy. The 46-cm by 38-cm work is made up of textiles and crafted using the technique of seamless quilting. A big thank you to Colette Balcaen who offered us this gift; we are very happy with it! To know more about the artist and her work, you may check out her website at the following address: www.members.shaw.ca/colette_balcaen/home.html.



Three prizes to win

Maison Gabrielle-Roy invites its members to participate in a draw that includes the following three prizes:

- a copy of the collection of haikus *sur une même écorce* (Éditions David, March 2014), signed by Bertrand Nayet, who led the publication;
- a copy of no. 170 (Autumn 2013) of the magazine *Québec français* with a special 33-page feature on Gabrielle Roy;
- a copy of no. 49 (October 2013) of the magazine *L'écrit primal* dedicated

to Gabrielle Roy.

To take part, simply send your contact information (name, address and telephone number) to **Maison Gabrielle-Roy** by mail (P.O. Box 133, 375 Deschambault St., St. Boniface, Manitoba, R2H 3B4) or by email (info@maisongabrielleroy.mb.ca), indicating: Spring draw 2014.

Entries must be received **by June 27, 2014**, at the latest. The names of three winners will be drawn at random during the month of July and announced in the next edition of *Gabrielle's World*.

◀ WHO DOES WHAT?

Continued from page 1

Committee: Jules Chartier (Chairperson) and Anne-Marie Maupertuis; Marketing and Fundraising Committee: Anne-Marie Maupertuis (Chairperson), Christian Morissette and Laurent Gimenez; Museum Development Committee: Josée Paquin (Chairperson), Doris Lemoine, Lise Brémault (Saint-Boniface Museum), Gilles Lesage (St. Boniface Historical Society) and Adèle Hempel (Manitoba Museum); Volunteers Committee: Mélanie Jichuk and Laura Sims (Co-Chairs) as well as all of the volunteers; Programming Committee: Francis Tremblay (Chairperson), Anne-Marie Maupertuis and Bertrand Nayet (Writer-In-Residence).

A warm thank you to everyone who took part in the AGM.

▶ Gabrielle Roy HEADLINES

EXHIBITION

▶ Gabrielle Roy – Des amitiés dans Charlevoix

Musée de Charlevoix, La Malbaie (Québec),
Until April 6, 2015

www.museecharlevoix.qc.ca/

Gabrielle Roy's life and friendships in the Charlevoix region, where she took refuge each summer as of the end of the 50s, are illustrated by dozens of photos, paintings (some of which are done by René Richard and Jean-Paul Lemieux), original manuscripts and other objects, including the embroidery on the right, made by the writer at Petite-Rivière-Saint-François and loaned out for the occasion by Mai-

son Gabrielle-Roy and the Musée de Saint-Boniface.



DOCUMENTARY

▶ Marie-Anna Roy in the limelight

In early May, Maison Gabrielle-Roy had a visit from Professor Cheryl SOULODRE of the University of Saskatchewan. She took some pictures and filmed interviews with the intention of doing a documentary on Marie-Anna Roy, Gabrielle's sister.

BURSARIES

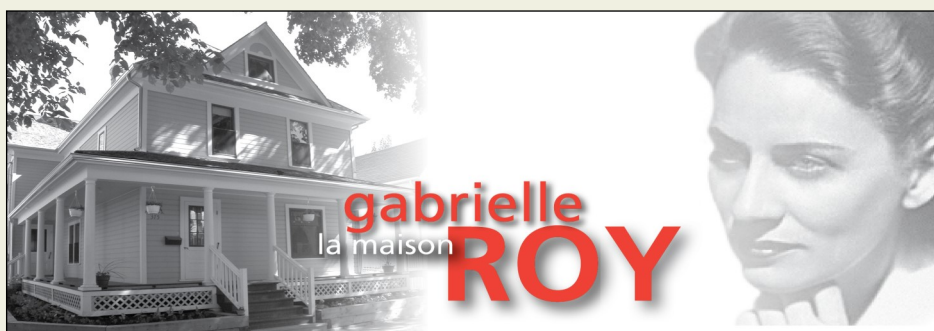
AND AWARDS

▶ Gabrielle-Roy bursary for writing

The Fonds Gabrielle-Roy and the Union des écrivaines et des écrivains québécois have awarded the 2014 Gabrielle-Roy bursary to Quebec playwright Denise BOUCHER. The winner will spend the months of July and August in the former summer residence of Gabrielle Roy, at Petite-Rivière-Saint-François, to finish her collection of poems entitled *Les arbres bleus*.

▶ Prix Gabrielle-Roy

The Association for Canadian and Quebec Literatures announced the winners of the 2013 Gabrielle-Roy prize May 24th, 2014. The prize is awarded each year for the two best publications, in French and in English, on the subject of Canadian and Quebec literature. The winner in the French-language section is Simon NADEAU for *L'Autre modernité* (Boréal, collection *Liberté grande*) and the winner in the English-language section is Paul MARTIN for *Sanctioned Ignorance: The Politics of Knowledge Production and the Teaching of Literatures in Canada* (University of Alberta Press).



MEMBERSHIP AND DONATION

OUR MISSION

Maison Gabrielle-Roy was established to offer the community – and indeed the whole world – a museum that is a fitting tribute to Gabrielle Roy, to disseminate her works and to protect a cultural heritage.

OUR VISION

375 Deschambault Street is the house where Gabrielle Roy was born in 1909, and lived until she left Manitoba to travel in Europe in 1937. Now restored as a museum, it is designated both a Provincial and a National Historic Site and houses a collection of objects and artifacts associated with Gabrielle Roy and her family during the years 1909-1937. The museum enables young people, researchers and the general public to learn more about the author herself, her works and her influence. Maison Gabrielle-Roy is also an important cornerstone of the cultural development of St.Boniface.

MEMBERSHIP

Enclosed please find \$25.00 for my annual membership in support of the museum's activities and the preservation of our cultural heritage. I understand that my payment entitles me to receive the museum's newsletter.

DONATION

I would like to make a donation to Maison Gabrielle-Roy.
(A tax receipt will be issued.)

\$150 \$250 \$500 \$1,000 other \$ _____

Name: _____

Address: _____ City: _____ Province: _____

Postal Code: _____ Telephone: _____ Email: _____

Name on VISA card: _____ Card number: _____

Expiration date: _____ Authorization signature: _____

Please forward this form along with your payment to:

LA MAISON GABRIELLE-ROY
P.O. Box 133
375 Deschambault Street
Saint-Boniface, MB R2H 3B4

T: (204) 231-3853 F: (204) 231-3910
info@maisongabrielleroy.mb.ca
www.maisongabrielleroy.mb.ca

Gabrielle Roy
LA MAISON GABRIELLE-ROY

(Please make cheque payable to La Maison Gabrielle-Roy)

WEB

▶ L'autobiographie de Gabrielle Roy

Marie-Dominique BOYCE, *International Journal of Humanities and Social Science*, vol. 4, n° 3, February 2014

Visiting Assistant Professor at Southern Connecticut State University. M.-D. Boyce has just published an article dedicated to *La détresse et l'enchantement (Enchantment and Sorrow)*. In it she examines, in particular, the way in which Gabrielle Roy's feelings of guilt regarding her family and her community of origin (French-speaking Manitoba) influenced her work. Web address:

www.ijhssnet.com/journals/Vol_4_No_3_February_2014/25.pdf