

# FRANCE CHOINIÈRE

## **Career and Personal Paths**

At age 20, France Choinière started up Carrosserie Arsenault with her future spouse. In 1993, she officially became co-owner of the business with her spouse. Carrosserie Arsenault specializes in repairing damaged vehicles and refreshing bodywork. The business has been located in Granby for 36 years and currently has seven employees. France worked in a cosmetics business for seven years and has been an administrator in an untraditional area since 1993. This mentor always gives her best and is heavily involved in the area: She is a member of the strategic committee representing Carstar of Quebec, a member of the Réseau des Femmes d’Affaires (network of businesswomen), a member of Boréart (artist and corporate member), governor of the board of directors of the Canadian Federation of Independent Business (CFIB), and vice president of the board of directors of the Corporation des Carrossiers Professionnels du Québec (CCPQ, Quebec corporation of professional car body repairers).

## **Why I Became an Entrepreneur or Administrator**

Driven and decisive, she has always had what it takes to be an entrepreneur. Her career choice and degree of professional involvement attest to her leadership and her desire to make a difference.

## **Why I Am a Mentor**

I met a person who had an extremely positive influence on me, but I did not realize it until later in life. I find it very motivating to help people make better choices and to inspire them with my experience. I have always believed that we need to make our own mistakes to learn and advance. Using others’ experience to guide us is wonderful.

## **My Guiding Values**

France has integrity, is trustworthy, and has respect for the choices of those around her. She is known for her active listening, organization skills, and good humour.

## **My Passions and Interests**

She is stimulated by our local and regional areas and by the arts. To her, her most important role is her role as a grandmother.