

SPEAKER LUNCHEON Tuesday, 24 October 2006

J-Armand Bombardier: the Man, the Genius, the Legend

J-Armand Bombardier was a fascinating individual, an ingenious inventor, and a pragmatic visionary and entrepreneur -- a man who changed history through revolutionary innovations in snow transport. Today, Bombardier Company is a leading manufacturer of innovative transportation solutions, from regional aircraft and business jets to rail transportation equipment. Bombardier is a global corporation headquartered in Canada. With manufacturing facilities in 21 countries, it employs 55,000 people. Its revenues for the fiscal year ending January 2006 were US\$14.7 billion, and its shares are traded on the Toronto Stock Exchange (BBD).



Robert Landry, our speaker, served as the accountant for Mr. Bombardier at the onset of the company. In his seventies today, Mr. Landry will recall for us the work method and the human side of this entrepreneur such as: his good relations with the working teams, his involvement in the community, his hunting and fishing hobbies, and how he loved to tease everybody.

Who was Joseph-Armand Bombardier?



An unusual and exceptional mechanic, Joseph-Armand Bombardier developed and invented an impressive number of specialized vehicles throughout his life, both for transport over snow and for all-terrain travel.

The entrepreneur-inventor capitalized on his research at the end of the 1930's by manufacturing and marketing his larger snow vehicles. In 1942 he founded L'Auto-Neige Bombardier Limitée, which soon began producing a wide variety of industrial tracked vehicles. The peak of Joseph-Armand Bombardier's career came with the invention of the individual snowmobile, marketed under the Ski-Doo brand name. With it came the birth of a new industry and new winter sport.

Joseph-Armand Bombardier's died in 1964 at the age of 56, but his accomplishments inspired the creation of a museum that bares his name. Mrs. Louise Lemay, the director of the Museum J-Armand Bombardier, will introduce Mr. Landry.



By participating at this speaker luncheon, you could win a mahogany model aircraft of the famous Bombardier CL415, the firefighting amphibious aircraft that has become renowned around the world (a \$280 value). Tickets will be handed out at the entrance of the dining room.

Luncheon Selections:

- Join us for the luncheon by registering on-line at www.transformerscommittee.org.
- Indicate your meal selection (beef, chicken, vegetarian). Selections are served with salad, dessert, tea and coffee.
- Paper tickets will not be provided. Admission to the event and meal selection will be verified with a registration list at the entrance of the dining room.