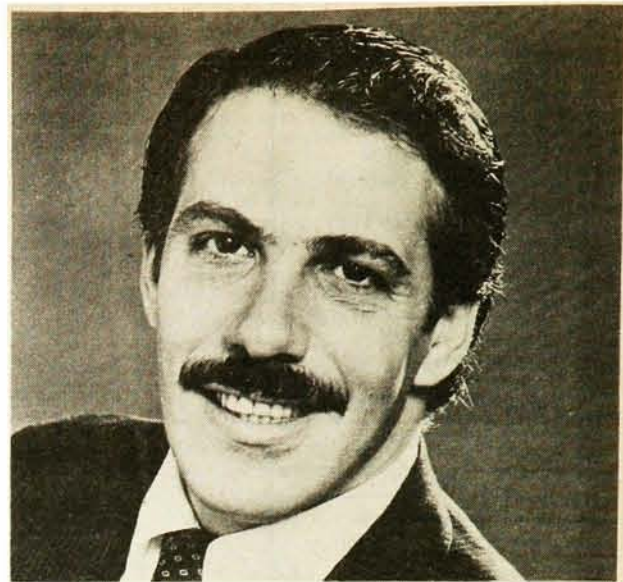


## CBC Enterprises' dynamic duo



● Guy Mazzeo

Paul Cadieux, has been named Assistant General Manager of CBC Enterprises/Les Entreprises Radio-Canada, the international marketing arm of the Canadian Broadcasting Corporation.

The appointment was announced Feb. 29 by Guy Mazzeo, General Manager, who said the Assistant General Manager would take up his duties Mar. 1, at CBC Enterprises/Les Entreprises Radio-Canada Headquarters in Montreal.

At 29, Cadieux has had a wide range of experience in international coproduction and sales in both the Canadian public and private sectors. Most recently, he held the post of executive producer at Les Productions du Verseau, where he was involved in producing the three-part docudrama on child abuse, *Les enfants mal aimés*, and the pilot for a documentary series *All Those Little Aches and Pains*, a coproduction involving Société Radio-Canada, SSR of Switzerland, and TF1 of France.

Cadieux began his career thirteen years ago at Quebec's Potterton Productions in 1971. He

then moved to Faroun Films in 1974 where he was responsible for distribution of both adult and children's features and later entered the area of international TV sales.

In 1977 he created MEQUE, *Marché des moyens d'éducation par le cinéma et l'audio-visuel au Québec*, a major audio-visual education market in Quebec.

Cadieux joined Radio-Québec in 1979 as a negotiator for Acquisitions and Co-productions and in 1981 launched its Marketing Department for Foreign Sales, Educational Distribution and Corporate Underwriting.

CBC Enterprises General Manager Guy Mazzeo, a lawyer with a lengthy background in the entertainment, recording and communications industries, joined the CBC in 1982 as director of CBC Enterprises for the English network.

In mid-1983 he was named g.m. for the international marketing arm of the Corp. A native of Brooklyn, N.Y., Mazzeo was business affairs manager for Nielsen-Ferns International before joining the CBC.



● Paul Cadieux



● Canada's Cinéposium plotters. Front row, from left: Alberta's Bill Marsden, Toronto's Naish McHugh, Calgary's David Crowe. Back row, from left: Saskatchewan's Michael Leddy, Nova Scotia's Gail Thomson, Film Canada Center's Roland Ladouceur, Cinéposium host Phil Cole, Film Canada Center's Lorraine Good, Vancouver's Jane McDonald, and Quebec's Mychèle Boudrias and Danièle Rohrbach.

## Canadians at Cineposium join plot to lure motion-picture production away from Hollywood

For five days at the end of February, 140 delegates from film offices across the U.S. and Canada gathered in Mobile, Ala. to plot ways of moving film production away from the Hollywood-Los Angeles center and out into the regions across North America.

The conference, Cineposium '84 (Feb. 22-26), was concerned with questions of location needs, immigration concerns, advertising, motion picture financing, and

divvying up the one billion dollars in film location business among the 44 states, 6 provinces and 13 cities at the symposium.

For Danièle Rohrbach and Mychèle Boudrias from Quebec, attendance at the symposium was the maiden voyage for what they hope will soon become a film promotion office in the province. Other Canadians present were Dianne Neufeld (BC), Bill Marsden (AB), Michael Leddy (SK), Gail

Thomson (ON), Marcelle Gibson (NS) from the provinces, and city representatives Jane MacDonald (Vancouver), David Crowe (Calgary), Naish McHugh (Toronto). The Film Canada Center from Los Angeles was represented by Roland Ladouceur and Lorraine Good.

Reports Ladouceur, "A key term heard at the meeting was 'networking' - that is, involving as many private and government organizations as possible in both the

solicitation process and in helping the film companies when they arrive. The film commissions realize they are in a glamor business and that a lot of bureaucrats and politicians are just waiting to be asked."

At the close of the meeting, Ladouceur was elected one of the directors of the film commissioners association, to be headed up by May Lou Crane of Massachusetts. Cineposium '85 is scheduled for Chicago next year.

## Producer Denis Héroux awarded Order of Canada

On April 11, Academy of Canadian Cinema president and one of Quebec's leading producers, Denis Héroux will be invested into the Order of Canada. Héroux is the second Quebec film personality, after Norman McLaren, to become an officer of the Order of Canada.

The induction ceremony will take place at the Governor-General's residence in Ottawa and while the final wording of Héroux's citation was not yet available, a spokesperson said that Héroux would be cited for his contribution to the Canadian film industry.

Héroux, together with long-time partner John Kemeny, has produced such distinguished films as *Quest For Fire* and *Atlantic City*, as well as *Louisiana*, *Les Plouffe* and *Le crime d'Ovide Plouffe*, produced with Justine Héroux, numerous other Canadian coproductions.

Héroux, 43, heads the Montreal production house International Cinema Corporation. A graduate of the Université de Montréal, Héroux joined the Canadian film industry after teaching history at the Université du Québec.

