A former President of the Saskatchewan Medical Association, Dr. Lavoie proudly brought the values of small-town Canada to his term as CMA President. A family physician in Melfort, Sask., he told CMAJ: “I practise in what I like to call nonurban Canada and as president I will try to reflect that.” As for his profession, he commented: “Our patients look at each physician as being Canadian medicine. They do not look at the CMA [as being Canadian medicine]. The CMA can do weird and wonderful things such as dealing with governments, but when Canadians look at personal health care they look at their doctor. So I guess my message is think nationally, but act locally.”