



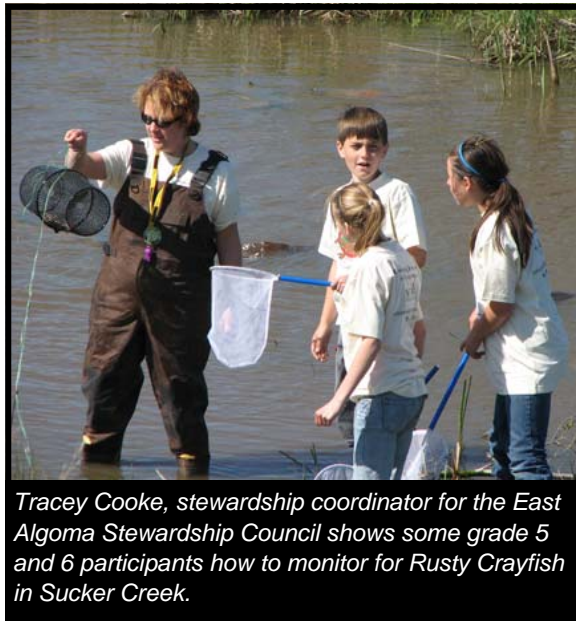
## Local students battle 'aliens'

### Local students engage in invasive alien species activities as part of the International Day for Biological Diversity on May 22

For the first time in a province-wide effort, local elementary school students banded together to monitor one of Ontario's nastiest invasive alien species as part of International Day for Biological Diversity on May 22, 2009. Science enterprise Algoma (seA), the East Algoma Stewardship Council and the Kensington Conservancy, with support from the Sault Ste. Marie Innovation Centre (SSMIC) hosted a day of invasive alien species awareness for 45 students in grades 5 and 6 from Arthur Henderson Public School and Johnson-Tarbutt Central School. The Invasive Species Research Institute associated with Algoma University also participated.

With help from 25 Central Algoma Secondary School science students, the event featured fun and interactive activities including the monitoring of Rusty Crayfish by local kids as part of this year's invasive species theme. The activities took place at Sucker Creek on the Kensington Complex, a provincially significant wetland located in Desbarats.

"This event is invaluable to the



*Tracey Cooke, stewardship coordinator for the East Algoma Stewardship Council shows some grade 5 and 6 participants how to monitor for Rusty Crayfish in Sucker Creek.*

environment. Invasive species can choke out local plants and animals, and can even take over entire landscapes. By educating the general public, we can help prevent further spread of invasive species while maintaining the ecosystems that are

native to our area," said Jessica Sicol, invasive alien species awareness coordinator, seA. "This day gives local students the opportunity to learn about restoring the spaces that are most important to each community."

Students learned about rusty crayfish identification techniques, life history and the preferred habitat of the species. They also examined species that were caught in minnow traps and in nets leading to a discussion of invasive species, such

*(continued on page 3)*

### Orazietti announces \$109,127 to support young entrepreneurs in Sault Ste. Marie

The McGuinty government is investing \$109,127 to support five young entrepreneurs in Sault Ste. Marie. David Orazietti, MPP announced on April 16, 2009.

explore future opportunities in our community while providing a boost to the local economy by supporting new small businesses."

the Northern Ontario Heritage Fund Corporation's (NOHFC) Young Entrepreneur Program, is helping local young people purchase furniture and equipment to assist in the launch of new companies.

"Our government's Young Entrepreneur Program is giving youth the opportunity to develop business skills that will help prepare them to become future leaders in Sault Ste. Marie," said Orazietti. "This investment will encourage local youth to



Today's investment, through

The businesses being supported by the McGuinty government with today's funding include:

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## NOHFC Entrepreneurs continued

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- \$25,000 to X-Fi Design to start a web design business offering design, web hosting, animation and web banners for enterprises and individuals

- \$25,000 to Graystone Environmental to launch a firm specializing in environmental issues

- \$25,000 to Algoma Natural Healing Clinic to operate a naturopathic clinic

- \$19,975 to Perrity Technical Services to start a computer and network business offering administration, troubleshooting and spyware removal services

- \$14,152 to Laliberte Programming Consultant to establish a computer

programming service for small businesses and individuals.

"By supporting young entrepreneurs we are helping mobilize a new generation of business leaders and community builders across Northern Ontario," said Michael Gravelle, Minister of Northern Development and Mines and chair of the NOHFC.

The NOHFC's Young Entrepreneur Program provides up to \$25,000 to Northern residents, aged 18 to 29, to start their own for-profit business in the North.

Since 2005, the NOHFC has invested nearly \$5.2 million to help launch the businesses of more than 230 young entrepreneurs in the North.

The government increased funding to the

NOHFC by \$10 million a year starting in 2008-09.

The fund will reach \$100 million/year by 2011-12.

### Learn more

Find out more about the government's Growth Plan for Northern Ontario: [www.placestogrow.ca/](http://www.placestogrow.ca/)

Read about the NOHFC's six programs: [www.mndm.gov.on.ca/nohfc/program\\_main\\_e.asp](http://www.mndm.gov.on.ca/nohfc/program_main_e.asp)

**Look out for profiles on X-Fi Design, Perrity Technical Services and Laliberte Programming Consultant in upcoming issues of the Eye on Innovation Newsletter.**

## seA is launching a health & bioproducts sector database

Science  
Spotlight

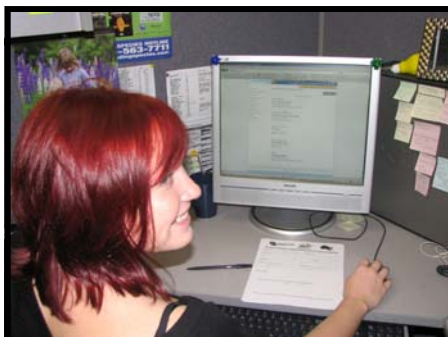
### Overview & Background Information

Attention health and bioproducts sector researchers and organizations! science enterprise Algoma (seA) will be launching a Health and Bioproducts sector database. The one page registration form is easy to fill out and will be available online in June.

The Health & Bioproducts Sector Database will be a new addition to the Science Infrastructure directory currently accessible on seA's website. This project is managed by seA as an IION deliverable (Innovation Initiatives Ontario North).

The production of this database will encourage better awareness and collaboration within innovation sectors, promote and exhibit existing and emerging contributions to medical and bio-products research, market the area's R&D capacity, and facilitate the sharing of information, resources, and expertise in this region.

The directory will display the name of the organization or individual, a contact name and contact information (including address, phone number, and e-mail), and a brief description of the research and/or commerce undertaken at this organization.



*Lindsey Verdone, science commercialization officer for seA tests out the health and bioproducts sector database. The database will be available online in June.*

In order to compile this database it will be necessary to survey individuals/organizations by telephone or e-mail. The database will include private companies, researchers, and potential investors and will be categorized the following way:

### Health Sector

- Public
  - o Academic
  - o Government
  - o Hospital

Private (Industry)

### Bio-based Sector

Public

- o Academic
- o Government

Private (Industry)

This entirely voluntary database will be password protected to ensure site security and prevent possible spam-mail for those involved.

There will also be an "add individual" section on the webpage for new organizations and/or researchers to input their information directly.

To add your name to the directory, please contact Lindsey Verdone at [lverdone@ssmic.com](mailto:lverdone@ssmic.com) or 705-942-7927 X3137.



# Biodiversity Day continued

(continued from page 1)

as purple loosestrife and Eurasian watermilfoil, and the local ecosystem. While rusty crayfish are not yet present in the Algoma Region, students learned about the risk they pose to the local ecosystem and how they have been introduced in other areas of Ontario. Students were also introduced to the use of GPS (Global Positioning Systems) in the environmental field and how it can be used to help track invasive species.

The activities held in Desbarats were part of a province-wide effort organized by the Biodiversity Education and Awareness Network (BEAN).

"For our first attempt at such an activity we've had an encouraging response. These

activities can help all Ontarians benefit from the beauty and services that natural spaces provide," said Alan Crook, lead organizer of the province-wide effort and chair of BEAN.



Jessica Sicoly, invasive alien species awareness coordinator for science enterprise Algoma examines a specimen with a student.



For more information on BEAN visit: [www.biodiversityeducation.ca](http://www.biodiversityeducation.ca).

For more information on the East Algoma Stewardship Council visit: [www.ontariostewardship.org](http://www.ontariostewardship.org) and the Kensington Conservancy visit: [www.kensingtonconservancy.org](http://www.kensingtonconservancy.org).

BEAN is a collaborative network of groups and individuals – including the Ministry of Natural Resources, Ducks Unlimited and Science North – representing private industry, formal and non-formal education, government, the environment and conservation.



## 2009 Young Entrepreneur Awards

### Outstanding young entrepreneurs wanted!

The Business Development Bank of Canada (BDC) is seeking candidates aged between 19 and 35 for its 2009 Young Entrepreneur Awards (YEA).

The YEA, which will be presented for the 22nd year, pay tribute to outstanding Canadian young entrepreneurs who have distinguished themselves not only by their success in business, but also by their creativity, innovative spirit and community involvement. There will be one winning business per province and territory.

### Eligibility criteria

- be a Canadian citizen
- be between 19 and 35 years old on December 31, 2009
- be a manager and have been actively involved in the company's daily management for a minimum of two years as of December 31, 2009

- own at least 20% of the company's capital stock

### Why apply for a YEA?

YEA winners will receive an all-expenses-paid trip to the awards gala which will take place on October 20, 2009 in Ottawa during Small Business Week®. During an inspiring and colourful ceremony, their accomplishments will be publicly acknowledged and celebrated by over 350 business people, representatives of BDC and its partners, and representatives of the various levels of government.

### Deadline for submitting applications: June 24, 2009

The nomination form is available online ([www.bdc.ca/yea](http://www.bdc.ca/yea)) or in a BDC branch. The nomination can be emailed at

[yea@bdc.ca](mailto:yea@bdc.ca) or mailed to the following address:

### Young Entrepreneur Awards

Business Development Bank of Canada  
5 Place Ville Marie, suite 300  
Montréal, Quebec H3B 5E7

### Questions?

Visit [www.bdc.ca/yea](http://www.bdc.ca/yea)

Write to [yea@bdc.ca](mailto:yea@bdc.ca) or

Call toll-free 1 888 INFO BDC

### Young Entrepreneur Awards and Small Business Week 2009 partners

- Export Development Canada
- Deloitte
- Borden, Ladner, Gervais
- Maclean's



2009 Young Entrepreneur Awards  
Call for nominations



# Join us for our first ever GREEN TAG

**Featuring Guest Speakers:** Dr. David DeYoe and Peter Gagnon, R.P.F

## About the presentation:

**A.** Planning towards a Green Home. Starting from the community level and site selection, to site development, to the home on the site, and achieving LEEDS.

**B.** Energy conservation - What to Plan for-What to Fix. Over view of energy conservation, the programs available to enable you to save money and a real example of the savings potential.

**C.** How can you expand or diversify your "IT/GIS" business or product line by capitalizing on the rush to renewable energy? This open dialogue portion of the presentation will generate ideas from the audience....even crazy ones.

## About Peter Gagnon, R.P.F.:



Peter holds an Honours Bachelor of Science in Forestry degree from the University of Toronto. Peter recently retired from the Ministry of Natural Resources after 30 years of service and has entered into the private sector with a new business venture called

Simply Superior Services, specializing in "value added" wood products including biomass, fundraising, event planning, forest management, and renewable energy education and marketing services. Peter is a registered professional forester (RPF) in Ontario and recently authored a forest management plan for the local Conservation Authority.

## About Dr. David Deyoe:

Dr. David DeYoe is president of Bio-Trend Systems, Inc., a firm that specializes in helping communities and companies



develop and implement strategies to capture the benefits a value-added bio-economy can provide through the innovative use of renewable resources. Dr. DeYoe draws on his experience as a teacher, researcher and senior executive in academia, industry and government to translate science principles into practical application that delivers economic opportunity while resolving environmental challenges. Dr. DeYoe received his PhD

in Stress Physiology at the University of Missouri. He has given over 60 presentations on the bio-economy, environmental stress and managing knowledge exchange, and has published several non-technical articles and reports on bio-energy and bio-fuels. He is committed to helping people, companies and communities embrace change and make a difference.

## TAG Luncheon Details:

**When:** Friday May 29, 2009

12:00 to 1:30 - Lunch and Presentation

**Where:** Great West Life Amphitheatre, Algoma University

Complimentary parking tokens will be provided. Enter DOOR A and follow the signs. Seats are limited so confirm your place early by contacting:

[mguzzo@ssmic.com](mailto:mguzzo@ssmic.com) or 942-7927 ext 3130

## Lunch is provided by:



## Contract for Life

By Jenalee Posteraro

*Sault Ste. Marie Innovation Centre's high school coop student Jenalee Posteraro recently interviewed young entrepreneur Jordan Verdone.*

Jordan Verdone, a 20 year old student at the University of Waterloo has learnt to balance his extra curricular activities, as well as his life's ambition. His idea to start his own contracting business began while listening to his business teacher in high school speak about an entrepreneurship program called Summer Company. "It was kind of a last minute thing," Jordan says, "I'm going to do this; I'm going to open my own business." With the help of Summer Company who granted Verdone \$1500 to begin his business, he set out into the world of contracting. Working along side Frank Hunt to assemble Boston Pizza gave him the experience and knowledge he needed to become successful in his own industry.



*Jenalee Posteraro with young entrepreneur Jordan Verdone*

"It allows you to make your own schedule and you can be flexible," Verdone says. Managing his time as well as organizing his contracting company may at times be a challenge but he has learnt the benefits of a flexible schedule. Since Verdone's dream is to play professional football along side managing his own business, creating his own hours

has been one of the many advantages. For Verdone, the worst aspect of his business is dealing with people.

"Because I'm a kid, because I'm 20, a lot of people try to fork my wage down," he explains. Even though his age is an obstacle, he doesn't let that stop him from completing the job. Some advice he has for anyone looking to follow his path of entrepreneurship is to take your time and don't rush into it.

The future looks very bright for Verdone, considering the amount of opportunities in the construction field. He believes that entrepreneurship in Sault Ste. Marie is expanding. He says, "If you're an entrepreneur people will look highly of you because you're self motivated."

*This interview as also recorded as part of the NextGenSSM Podcasting Contest. You can listen or watch the interview by visiting: <http://jposteraro.podbean.com/>*

## UPCOMING EVENTS:

# MAY

Sault Ste. Marie Innovation Centre

1520 Queen Street East, NW307, Sault Ste. Marie, ON P6A 2G4

Phone: 705-942-7927 Fax: 705-942-6169 Email: [miling@ssmic.com](mailto:miling@ssmic.com)

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• **May 12, 2009:**

**IT Breakfast: Gran Festa Ristorante,**  
7:30 am.

• **May 18, 2009:**

**Victoria Day—SSMIC offices closed**

• **May 22, 2009:**

**International Day for Biodiversity**

• **May 29, 2009:**

**TAG Luncheon: 12 to 1:30 pm**  
**Algoma University—Great West Life**  
**Amphitheatre**

**With guest speakers: David DeYoe**  
**and Peter Gagnon**

• **June 10, 2009:**

**SSMART Innovation Awards recognizing the best and the brightest in science and IT. Buy your tickets today! \$25 per person includes dinner.**

For more information about any of the events or to **RSVP** contact Marla Guzzo at: 942-7927 X3130 or [mguzzo@ssmic.com](mailto:mguzzo@ssmic.com)

SSMART  
INNOVATION  
Awards

We're always looking for new TAG topics and speakers.

If you are interested in presenting at a future luncheon please contact:

[tharmar@ssmic.com](mailto:tharmar@ssmic.com)

**TAG Luncheon**



## Hire a student for 12 weeks with the Small Business Internship Program

SSMIC will be administering Industry Canada's Small Business Internship Program (SBIP) beginning in June 2009. The program will be an excellent opportunity for local for profit companies to hire a post-secondary student intern in an e-business or ICT marketing/market research related position for 12 weeks.

More program information is on its way. To learn more about the program visit [www.ssmic.com](http://www.ssmic.com) in the coming weeks, check the newsletter next month or contact business development manager Tim Harmar at 942-7927 ext. 3129 or [tharmar@ssmic.com](mailto:tharmar@ssmic.com)

## Thank You Jenna!

The Sault Ste. Marie Innovation Centre would like to thank Jenalee Posteraro for all of her help and hard work during her high school coop term with SSMIC. SSMIC wishes Jenalee all the best in her future endeavors as she continues her studies at St. Basil Secondary School. Thank you Jenna!



Tom Vair, executive director, SSMIC and Jenalee Posteraro with one of her projects.

## Get your tickets for the SSMART Innovation Awards

Tickets are now on sale for the annual SSMART Innovation Awards taking place on Wednesday June 10 at The Grand Theatre. The annual awards recognize the best and the brightest in the IT and science sectors of Sault Ste. Marie and surrounding areas in 8 categories. Show your support by attending. Tickets are \$25 and include dinner.

For more information visit [www.ssmic.com](http://www.ssmic.com), email [awards@ssmic.com](mailto:awards@ssmic.com) or contact marketing specialist Marla Guzzo: 942-7927 ext. 3130

## Finding Funding follow up from Brad Simard

Management consultant Brad Simard from Simard Solutions made a presentation on "Successful Grant Applications" at SSMIC's Finding Funding workshop in February 2009. Content from his presentation is now available on his blog with further elaboration. It can be viewed at: [www.simardsolutions.wordpress.com](http://www.simardsolutions.wordpress.com).

Brad can be reached at: [brad.simard@simardsolutions.ca](mailto:brad.simard@simardsolutions.ca)

Are you an entrepreneur or part of a SME that would like to be profiled in a future edition of Eye On Innovation?  
Contact: [miling@ssmic.com](mailto:miling@ssmic.com)

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