



## Startup Sault Launches to Build Vibrant Entrepreneurial Community

Sault Ste. Marie is now an official Startup Canada Community with the launch of Startup Sault, joining 20 other Startup communities across Canada.

Startup Sault is a volunteer-led movement bringing together entrepreneurs, investors, mentors and small business service providers to create a supportive and knowledgeable environment where business startups can flourish in Sault Ste. Marie in a spirited entrepreneurial community.

Community enterprise partners include the Sault Ste. Marie Innovation Centre (SSMIC), Sault Ste. Marie Economic Development Corporation (SSMEDC), Community Development Corporation of Sault Ste. Marie (CDC), and Sault Ste. Marie Chamber of Commerce.

Startup Canada was created in 2012 with the goal of enhancing competitiveness and prosperity across Canada, by strengthening the entrepreneurship ecosystem and promoting a vibrant

entrepreneurial culture. Startup Sault is proud to be a part of this growing network and movement.

“As an entrepreneur myself, I have always valued the advice of other successful entrepreneurs, and felt we could do a better job of connecting our small business community to share, learn and prosper. When the opportunity arose to become a startup community under Startup Canada, I jumped at it”, said Nevin Buconjic, Community Lead, Startup Sault.

“We have a great team of entrepreneurs and volunteers who will be working to connect our entrepreneurial community through networking events, learning opportunities and other methods” said Buconjic.

Startup Sault held it’s first event on March 27th at The Pub at the Water Tower Inn. “*Startup Drinks*” was a casual, fun networking opportunity to meet and interact with other entrepreneurs. The Startup Sault team was on hand to answer questions and share

information. We invite all local entrepreneurs, small business owners and anyone interested in becoming an entrepreneur to attend future events.

For more information, please visit [www.startupsault.ca](http://www.startupsault.ca) or [info@startupsault.ca](mailto:info@startupsault.ca). Follow us on Facebook ([www.facebook.com/startupsault](http://www.facebook.com/startupsault)) or Twitter ([www.twitter.com/startupsault](http://www.twitter.com/startupsault)) to keep up to date on Startup Sault events, startup tips and other useful information.

### About Startup Sault:

Startup Sault connects new entrepreneurs with the small business resources available in the community, and provides the support of existing entrepreneurs who are building successful companies.

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**START UP**  
**SAULT**™  
— powered by Startup Canada —

## Newmark Grubb Knight Frank Selected for Sault Ste. Marie Data Centre Market Study

Newmark Grubb Knight Frank was recently selected for a Sault Ste. Marie Data Centre Market Study.

The Sault Ste. Marie Innovation Centre (SSMIC), in partnership with Sault Ste. Marie Economic Development Corporation (SSMEDC), announced on March 13 that the organization is taking another step toward growing the information communication technology (ICT) sector locally.

As a result of a competitive process, real estate services leader Newmark Grubb Knight Frank (NGKF) has been selected to assess the feasibility of developing a new co-location or managed services data centre in Sault Ste. Marie. The combined strength of NGKF's Global Corporate Consulting division and its Data Center Consulting Group will accelerate SSMIC and SSMEDC's goal of developing state-of-the-art data centre capacity in the region.

"Sault Ste. Marie offers unique advantages for data centre facilities including a surplus of renewable energy, enhanced broadband service and its strategic location as a border city to the United States," said Tom Vair, executive director, SSMIC. "We look forward to working with local anchor tenants and the NGKF team on this promising market study."

NGKF will evaluate existing local customer demand for data centre services by conducting interviews with business and community stakeholders, accompanied by outreach to potential future data

centre customers. Additionally, NGKF will evaluate Sault Ste. Marie's competitive advantages against its regional and national location competition for data centre services and based on their findings provide SSMIC and SSMEDC with recommendations to advance the ICT sector and the city's overall economy.

"Through both our site selection work with corporate clients and our economic development work with local and senior governments, our goal is assess and identify geographic opportunities for new investment, and facilitate economic growth in the best locations," said Gregg Wassmansdorf, senior managing director with NGKF Global Corporate Consulting. "We're excited by the data centre potential in Sault Ste. Marie and we look forward to advancing the Innovation Centre's vision for this growing and important sector."

For more information, please contact Diana Medaglia, Marketing and Communications Manager at the Sault Ste. Marie Innovation Centre, at 705.942.7927 ext. 3138.

### **About Newmark Grubb Knight Frank**

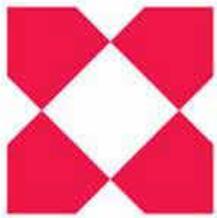
Newmark Grubb Knight Frank (NGKF) is one of the world's leading commercial real estate advisory firms. Together with its affiliates and London-based partner Knight Frank, NGKF employs more than 12,000 professionals, operating from more than 320 offices in established and emerging property

markets on five continents.

With roots dating back to 1929, NGKF's strong foundation makes it one of the most trusted names in commercial real estate. Its integrated services platform includes leasing advisory, global corporate services, investment sales and capital markets, consulting, program and project management, property and facilities management, and valuation services. A major force in the real estate marketplace, NGKF serves the local and global property requirements of tenants, landlords, investors and developers worldwide. For further information, visit [www.ngkf.com](http://www.ngkf.com)

NGKF is a part of BGC Partners, Inc. (NASDAQ: BGCP), a leading global brokerage company primarily servicing the wholesale financial and real estate markets. For further information, visit [www.bgcpartners.com](http://www.bgcpartners.com).

NGKF Global Corporate Consulting combines the skill sets and technology tools of a management and operations consulting firm with real estate advisory services and program management. Our transformational approach to optimizing global operations and facilities ensures bottom line savings for our clients. NGKF Data Center Consulting Group is a market leader for 21st century data center and colocation advisory and transaction services. We assist local and multinational organizations with developing business continuity plans and

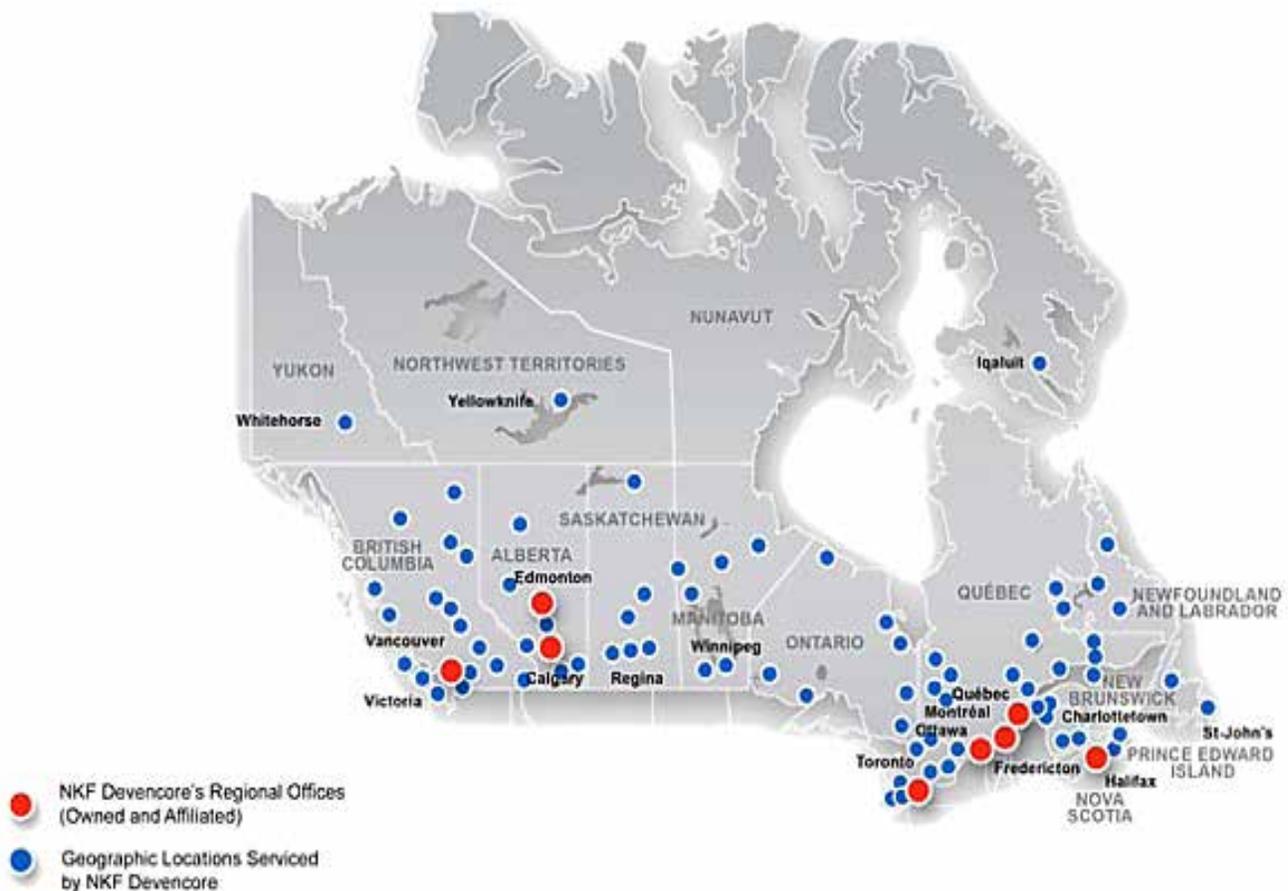


# Newmark Grubb Knight Frank

finding and developing data centers, colocation sites and hosting facilities.

In Canada, NGKF is represented by Newmark Knight Frank Devencore, Canada's largest corporate real estate advisor and brokerage, exclusively representing corporate, industrial and retail space users. With offices across the country, Newmark Knight Frank Devencore offers its global clientele comprehensive

services that are individually designed to ensure executive real estate decisions are supported by effective strategies and professional execution. To learn more about our capabilities, please visit [www.devencorenkf.com](http://www.devencorenkf.com).



## Digital Marketing Expert Returns For Another Session On Search Engine Optimization

Canada's leading speaker on web sales, internet marketing, and search engine optimization (SEO), Scott Wilson, visited Sault Ste. Marie for a half-day workshop on *Developing a Successful Digital Marketing Strategy* at the Delta Waterfront Hotel and Conference Centre on March 4, 2014.

Wilson previously visited to a sold-out audience when he led a session on SEO, hosted by SSMIC, in 2013. Attendees of that workshop provided survey data showing high interest in having him return for another session.

The workshop, *Developing a Successful Digital Marketing Strategy*, delivered the most recent changes in search engine optimization, and how it can be implemented into small business marketing.

During the interactive session, Scott covered:

- Gaining accurate and actionable insight of SEO data, and how to use this effectively
- The importance and use of proper blogging
- How social media can impact any small to medium enterprise (SME) in today's e-commerce world
- Google Hyperlink
- Facebook
- LinkedIn

- Twitter

"Every business today needs to pay careful attention to optimizing their website so that customers can find them and buy their products and services," said Tom Vair, executive director, SSMIC. Praise for Wilson's approach on SEO comes from PROFIT Magazine.

"Search engine optimization (SEO) and search engine marketing (SEM) sound like dry subjects, but not when Scott Wilson talks about them. I've seen several times how strongly he engages audiences through the sheer force of his passion for SEO and SEM...But Scott speaks

in clear language, so even audience members who don't know much about SEO and SEM can easily understand what he's saying. And he nicely combines big-picture analysis of these subjects with specific tips and tactics that his listeners can apply to their own websites" ([www.rankhigher.ca](http://www.rankhigher.ca)).

PROFIT Magazine ranks Wilson as an essential speaker and resource for the CEOs of the fastest growing companies.

For more on Scott Wilson, please visit [www.rankhigher.ca](http://www.rankhigher.ca) or contact [dmedaglia@ssmic.com](mailto:dmedaglia@ssmic.com).



## 2014 Youth Engagement Forum Held for Local Youth and Employers

With a focus on youth aged 15-29, youth service providers, and adult allies in the Algoma district, the 2014 Youth Engagement forum set out to engage youth and youth workers. The purpose was to share information and ideas about the barriers, gaps and opportunities that exist related to education, employment and entrepreneurship while mobilizing the community to act on the opportunities and challenges identified.

“It is critical that Sault Ste. Marie builds an environment that is both attractive and supportive to youth,” said Tom Vair, executive director, SSMIC. “We have been extremely pleased with the interest and passion that this topic has received amongst partner organizations.

The one-day event was laid out in a two-part format.

Part One ran from 12 p.m. to 4 p.m. with focus on youth service providers. The agenda included the Youth Jobs Strategy, presented by the Ministry of Economic Development, Trade and Employment and Ministry of Research and Innovation (MEDTE/MRI), presentations by local organizations on innovative engagement practices to engage youth, and youth-focused dialogues discussions.

Part Two ran from 4 p.m. to 7 p.m. with focus on youth. Engaging youth stakeholders and participants in an open space forum with action-oriented presentations by youth in the community were part of the afternoon agenda.

Other organizations with a mandate to foster growth of youth entrepreneurship are supported the initiative, including the Sault Ste. Marie Economic Development Corporation (SSMEDC), NORDIK Institute, and Thinking Rock Community Arts (TRCA).

“If we want young people to contribute to their communities, we need to first respect their viewpoints and ensure they feel valued and supported... this forum is an opportunity for young people to come together in respectful dialogue with decision makers to identify issues that are important to them, and work in partnership with service providers to meet their needs,” said Robin Sutherland, Founder and Artistic Director, TRCA whose “The Nest” program supports youth organizers in Algoma to develop community-based projects.

Jody Rebek-DiCerbo, a Strategic Advisor and Facilitator, organized the forum, and a number of community organizations are on board to support the initiative.

The Sault Ste. Marie Economic Development Corporation (SSMEDC), NORDIK Institute,

Indian Friendship Centre, Algoma District School Board, Huron-Superior Catholic District School Board, Algoma University, Shingwauk Kinoomaage Gamig, Sault College, Algoma Workforce Investment Corporation (AWIC), Employment Solutions, Thinking Rock Community Arts (TRCA), Northern Ontario Research, Development, Ideas and Knowledge (NORDIK), Children’s Aid Society, Community Living Algoma, Sault Community Career Centre, Strive Young Professionals, Algoma Public Health’s Algoma Youth Engagement Network, Local Immigration Partnership, Sault Youth Association, YesYouCan Consulting, ER Employment Consulting, Positively Charged, Accessibility North, City Councilors’ Susan Myers and Terry Sheehan, and The Mayor’s Office are all participating in the forum.

The Youth Engagement Forum 2014 is funded with support from the Ministry of Economic Development, Trade and Employment and the Ministry of Research and Innovation, and the Algoma Workforce Investment Corporation.



# Don't Miss the 2014 Green Expo!

Saturday, July 26, 2014 - 10:00 A.M. to 3:00 PM  
Johnson Township Community Center



# Upcoming Events: April

Sault Ste. Marie Innovation Centre  
1520 Queen Street East, Suite BT 200  
www.ssmic.com

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

## Upcoming Events

**SSMART Innovation Awards**  
*Summer 2014*

**SSMART INNOVATION AWARDS 14**

**TAG Luncheon with SafetyLynx**  
April 25, 12:00 P.M.

For more information on these events please contact Diana Medaglia, Marketing and Communications Manager, at [dmedaglia@ssmic.com](mailto:dmedaglia@ssmic.com)

*anatomy of a*  
**viewpoint**  
orientation map

**Start with YOUR NEW FACILITY...**

**add content**  
Text, images, video clips, narration, sound and music to describe concepts and bring learning to life.

**what to expect**  
Duplicate the content, layout and design of your new facility.

**locations**  
Highlight the exact location of each piece of equipment.

**time and distance**  
Measure time and distance to move people, supplies and equipment.

**online chat**  
Participate in group discussions to create a collaborative learning environment.

**design and layout**  
Staff can understand the design and layout of a new facility before moving.

**new or different**  
Warn about new or changed processes, equipment, technology or changed roles.

...end with **SUCCESSFUL ORIENTATION & TRAINING!**

*get a head start on:*

- Orientation & Training Strategy
- New or Changed Processes
- New or Changed Roles
- New Technology
- New Equipment

**Why it works...**

**50% Cut Classroom Time**  
Proven to reduce classroom orientation and training by approximately 50%, saving your organization time, money and logistical challenges.

**Integration**  
We can integrate with existing learning management systems, allowing for tracking and reporting of individual learning performance. Viewpoint includes detailed metrics for the individual, department and organization.

**Satisfied at Start-Up**  
A well prepared staff are able to ramp up performance more quickly and confidently, which increases patient satisfaction and patient safety.

**Visual Learning**  
Visualization creates simplicity, allowing people to see the whole floor plan or 3D room in to examine specific department or room details. Visualization allows for faster recall.

**Instant Communication**  
Orientation Maps can be updated quickly and easily. This allows for real time, organization wide communication of processes or transition information. The result is shared and consistent cross-functional understanding.

**Less Stress**  
Providing staff with current information about pending changes in their work environment significantly reduces pre-move anxiety, focusing staff on move preparation. Make this part of your change management strategy!

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