



The Business of Clean Tech tradeshow and workshop comes to Sault Ste. Marie on March 31

Workshop presented by the Sault Ste. Marie Innovation Centre features 10 internationally renowned clean tech speakers

As the "Alternative Energy Capital of North America", the city of Sault Ste. Marie is leading the way with clean technology projects and initiatives. The Sault Ste. Marie Innovation Centre (SSMIC) is pleased to present The Business of Clean Tech: Opportunities, Innovation and Funding workshop.

Ten internationally renowned industry experts, as well as clean tech business leaders, corporate executives, nongovernmental organizations and government policy makers from across Canada will be present at the workshop. There will also be a technology showcase featuring local clean tech businesses demonstrating why Sault Ste. Marie is the "Alternative Energy Capital of North America." The Business of Clean Tech workshop will close with an important local announcement by Superior Energy Solutions.



The speakers include:

Christopher Flavin, Worldwatch



Institute: Christopher Flavin is president of the Worldwatch Institute, a Washington-based international research organization focused on

energy, resource and environmental issues. Flavin is a leading voice on the potential for new energy technologies and strategies to replace fossil fuels—increasing energy security and avoiding dangerous climate change. He is co-author of three books on energy and has appeared on BBC, CNN and PBS. Chris has also written for The New York Times, Technology Review, The Harvard International Review and TIME Magazine. <http://www.worldwatch.org/>

Nicholas Parker, CleanTech Group:



Nicholas co-founded the Cleantech Group, introducing the cleantech concept to the investment and business community in 2002. He has

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TORC forum aims to re-shape northern health

The Ontario Rural Council (TORC) will be presenting a forum entitled Transforming Northern Health: Innovations Making a Difference on Wednesday March 31 at Algoma University.

The forum will run from 8:30 a.m. to 4:30 p.m. Registration is \$65, \$25 for youth and students. The registration fee includes a continental breakfast and lunch.

Topics to be addressed include: current trends in rural and northern health care; innovative community solutions; health innovations and economic development opportunities; and how rural and northern communities can adopt innovations to improve health and health care.

Program highlights will include a



keynote address, panel discussions, facilitated roundtable discussions, and networking opportunities. Steering committee partners for the forum include Algoma Public Health, Group Health Centre, Sault Ste. Marie Innovation Centre, FedNor, and Health Informatics, Algoma University.

Program updates, details and registration information can be found at www.torc.on.ca or by calling 519-826-4128.

Clean Tech workshop and Tradeshow cont'd

(Continued from page 1)

over 15 years experience starting and investing venture funds worldwide through limited partnerships, family offices, corporate funds and endowments. He has served as an advisor to multilateral agencies and major corporations. <http://cleantech.com>

Guy Dauncey: Guy Dauncey is a speaker, author, and organizer who works to develop a positive vision of a sustainable future, and to translate that vision into action. He is author of the award-winning book *Stormy Weather: 101 Solutions to Global Climate Change* and 10 other titles. He is President of the [BC Sustainable Energy Association](#); Executive Director of [The Solutions Project](#); and Publisher of [EcoNews](#), a monthly newsletter that promotes the vision of a sustainable Vancouver Island. www.earthfuture.com

Nathaniel Bullard, Bloomberg New Energy Finance's Solar Insight Group:

Nathaniel Bullard is an associate with Bloomberg New Energy Finance's Solar Insight group. He joined the company in 2007 and leads US coverage of the utility-scale solar market with a particular focus on solar thermal electricity generation (STEG), and solar levelised cost of energy analysis. He is the author of New Energy Finance's yearly solar thermal electricity generation global markets review. www.newenergyfinance.com

Gordon Quaiattini, Canadian Renewable Fuels Association:

Gordon Quaiattini is the President of the Canadian Renewable Fuels Association. A veteran political insider and government relations specialist, Gordon played a lead role to biofuels clients for a number of years as a Partner with The Wellington Strategy

Group, a boutique Ottawa government relations firm. As President, Gordon is the principal advocate for the renewable fuels industry in Ottawa and the provinces, as well as the main national media industry spokesperson. www.greenfuels.org

Tom Rand, MaRS : Tom has been active in the cleantech sector both as a venture capitalist and from a policy perspective, so he understands the challenges entrepreneurs face. His focus at MaRS is on new ventures based on low-carbon technologies and the supporting infrastructure, such as renewable energy and energy efficiency. www.marsdd.com



James Sbrolla, OCETA : Coach and mentor to cleantech companies commercializing their new technologies, James ensures that clients have the support they need and make full use of the resources available to them at MaRS and the Ontario Centre for Environmental Technology Advancement (OCETA). He brings nearly two decades of experience in the finance and environmental sectors to his role. www.oceta.on.ca



Pere Soria, Chief Technology Officer, Heliene:

An electrical engineer with over 15 years of International Solar Photovoltaic (PV) project management experience, Pere has worked on PV product design, product application and installation, grid connected as well as in remote rural communities in South America. The focus of his career has been on helping private companies and government organizations move into solar power generation. www.heliene.ca



Glen Martin Pod Generating Group:

Glen is a dedicated renewable energy entrepreneur, founding Pod Generating Group in 2006 to develop community-scale solar power generating facilities in North America. With a background in

aerospace technology and project finance for early stage infrastructure companies, he has worked on numerous space systems including direct-to-home television satellites and the International Space Station. <http://podgenerating.com/>

"This conference presents a rare opportunity for local business people and citizens to interact with thought leaders in the clean tech industry from across North America. They will outline opportunities for businesses and communities and speak on a variety of relevant topics including wind, solar, renewable fuels and clean tech funding and support," said Tom Vair, executive director, SSMIC. "Anybody with an interest in the alternative energy sector should attend this special event. Attendees will also have the opportunity to meet local companies showcasing their projects and initiatives."

The conference takes place on March 31, 2010 from 9 a.m. to 5 p.m. at the Delta Sault Ste. Marie Waterfront Hotel and Conference Centre, this full-day event will showcase emerging opportunities, innovation and funding options available to small and medium sized businesses (SMEs) in Northern Ontario. Admission to the workshop is \$30 per person and includes refreshments and lunch.

The workshop currently has four keynote presentations by Christopher Flavin (Worldwatch Institute), Guy Dauncey (Sustainable Energy Association), Nicholas Parker (Clean Tech Group) and Nathaniel Bullard (Bloomberg New Energy Finance). There will also be special panel sessions focusing on The Future of Energy specifically on wind, renewable fuels and solar. The workshop is hosted through a contribution from the National Research Council – Industrial Research Assistance Program (IRAP) with support from MaRS.

To reserve a space, contact Angie Wagner: awagner@ssmic.com or 942-7927 ext. 3133.

For details on the agenda and more information visit: www.ssmic.com

Recap: March's TAG Luncheon with Sean Whelan Marcolini

March's TAG Luncheon was held on Friday March 26 from 12:00 to 1:30 pm in the Great West Life Amphitheatre at Algoma University. The featured presenter was Sean Whelan Marcolini of Hydro Tech Inc. Sean demonstrated and talked about the applications of Hydro Tech's FARO Laser Tracker.

Sean is a graduate of mechanical

engineering at Carleton University and is currently in charge of laser tracker services at Hydro Tech. An experienced laser tracker operator, he has completed dimensional field studies both in Canada and the United States.

The FARO Laser Tracker is an automated, highly accurate portable measuring system that greatly reduces the

costs and downtime that are typically associated with high-accuracy measurements. Its portability, long range and consistency make it ideal in a diverse field of applications from component quality assurance to machine alignments. The next TAG Luncheon will be held on **April 30**. Contact thamar@ssmic.com for more information

Science Spotlight: SBPZ project update

Science
Spotlight

As first reported in [last month's Eye on Innovation](#), Bio-Resource Development Coordinator Ross MacLeod is continuing work on several initiatives. His current projects include studying alder, performing crop trials using soybeans and camelina, and facilitating soil amendment application trials with St. Mary's Paper.

Ross was gracious enough to check in with a March update on his progress:

"The soybean trials using new short season soybeans are proceeding on schedule and should be underway later in the spring along with a 4 acre camelina plot. The camelina trials are especially exciting, as this crop has never been grown in this area before and we have a lot to learn about managing it effectively. We hope that we can keep this up and have a successful season."

"SSMIC will also be continuing its study of feral (wild) alder stands in conjunction with the planned plantation. This year's studies will revolve around regeneration following harvest and feedstock testing for a number of processes."

For further developments in these fields, keep an eye on the Science Spotlight!



Top Left: Bio-Resource Development Coordinator Ross MacLeod examines some alder cuttings during field work.

Bottom Left: Bio-Feedstock Development Intern Nicole Gareau with a piece of alder.

Bottom Right: Bundles of alder cuttings collected during field work.



For more information on the Sustainable Biomass Production Zone (SBPZ) project contact Ross MacLeod: rmacleod@ssmic.com

Eye On Mike Ward

The Sault Ste. Marie Innovation Centre (SSMIC) is pleased to welcome Mike Ward to its staff in the position of communications assistant. In this youth internship position, Mike will assist Communications Manager Mei Ling on a variety of projects including: media relations, newsletter production, website maintenance, event planning and organization, publication development and production, and various other marketing and communications activities.



support from this unique program, Mike founded his own business, Flare Communications, specializing in public relations and media relations services.

Working with his business, Mike has been self-employed for the previous three years. He has worked with numerous organizations, including Algoma University, Great Lakes Power, Children's Rehabilitation Centre – Algoma, Lambton College, the Coalition for Algoma Passenger Trains and most recently the Government of Canada.

This won't be Mike's first involvement with SSMIC. In 2006/2007 he was a participant in the Youth Entrepreneurship Program that was administered by SSMIC. Using the skills, knowledge and

"Having been a part of the Youth Entrepreneurship Program, I was able to gain an appreciation for the work that the

Innovation Centre is engaged in," says Mike. "I can vouch first-hand for the valuable role that SSMIC is playing in the community."

A native of Sault Ste. Marie, Mike is a graduate of Sir James Dunn Collegiate and Vocational School and Algoma University, with a B.A. in English.

"I'm very excited to be joining the team at SSMIC. The people are great, the work is fast-paced and challenging, and in all I expect it to be a terrific experience."

Mike was hired on a one-year contract using an investment from the Northern Ontario Heritage Fund Corporation (NOHFC). For more information on the NOHFC's Youth Internship Program visit:

<http://www.mndm.gov.on.ca/NOHFC/>



ProtoLaunch 5 workshop held with Matt West of Rockstar Games



March Break started off on a high note for 24 local high school students who attended the fifth ProtoLaunch Workshop at Sault College on March 13 and 14.

The workshop was led by Matt West, director of technical design for Rockstar Games. West's credits include Grand Theft Auto IV for PC, The Warriors for PS2 and Xbox, and Bully for Wii, amongst others. West is the latest in a line of respected industry veterans to lend his expertise to ProtoLaunch. Previous instructors were Ben Mattes of Ubisoft and Fred St-Amour of Electronic Arts Mobile, both of whom came away impressed by the calibre of local students.

Under the guidance of West, ProtoLaunch 5 introduced students to Unity 3D. Available for free online, the Unity 3D program is used for making web-based games and has become a program of choice for many smaller video game studios. ProtoLaunch 6, which will be held



Matt West from Rockstar Games



Ben Mattes of Ubisoft Montreal kicked off the first ProtoLaunch event in October 2009.

in April, will build on the skills learned in this workshop with more work with the program.

The ProtoLaunch youth gaming initiative is aimed at teaching high school students with an interest in a future career in the video games industry. ProtoLaunch is administered by the Sault Ste. Marie Innovation Centre in partnership with Algoma University, Sault College, YMCA Employment and Community Services, Anishinabek Information Technology Centre, and Children's Rehabilitation Centre Algoma.

The program received \$461 800 in funding from the Ontario Trillium

Foundation and will run for three years in the Algoma District.

This year's series of workshops will lead up to a five-week competition during the summer months where participants will be asked to form teams and work together to create a project using the skills they have gained. Students who are selected to participate in the summer competition will also get paid for an exciting summer job experience.

To learn more about ProtoLaunch visit www.facebook.com/ProtoLaunch or contact Dwayne Hammond: Dwayne.hammond@algomau.ca



Future Play returns, May 6-7 at GDC in Vancouver

The annual [Future Play](#) computer gaming conference is back, and will be held May 6-7, 2010 in Vancouver, British Columbia. For the second year Future Play will make its home at the Vancouver Convention Centre.

Future Play once again features influential speakers, panels and sessions to foster thought-provoking and industry-changing ideas. The objective of the conference is to provide an atmosphere for discussion and networking between researchers, educators, industry professionals, government representatives, and students to advance the game industry by focusing on three main themes: Future Games Development, Future Games Impacts and Applications, and Future Games Talent.



Algoma University Strategic Advisor Dwayne Hammond talks with games legend Don Daglow at a past Future Play.

Over the years the Future Play conference has featured many renowned keynote speakers from the gaming field, including: Don Daglow of Stormfront Studios; Academy Award winner and inventor of Perlin Noise, Dr. Ken Perlin; and John Lester, the creator of Second Life. This year's conference speakers will include researchers from a number of universities from across North America and around the world.

Future Play is an annual conference hosted by [Algoma University](#) of Sault Ste. Marie, Ontario with support from the [University of Ontario Institute of Technology](#), located in Oshawa, Ontario.

Online registration for Future Play 2010 is available now on the Future Play website at www.futureplay.org.

Heliene Canada to set-up shop in Sault Ste. Marie

Kyocera Solar and Heliene Canada are among those companies hoping to tap into one of the fastest-growing markets on Planet Photovoltaica--North America. Joining the increasing number of firms pursuing a distributed-manufacturing model, each outfit has recently announced plans for building module-making facilities in hotbed areas for renewables--Kyocera in San Diego, CA, and Heliene in **Sault Ste. Marie, Ontario**—with an eye toward getting product to market later this year.

[Heliene](#) is constructing “a completely new and greenfield 18,000 square-foot building, contiguous to the wind-farm administration offices” in the Ontario town, according to Martin Pochtaruk, president of Heliene Canada.

“The plan is to get access to the finished building by the beginning of July, while the equipment will be set up and tested in Barcelona, final installation on site will be done during the first week of August,” he said. “Employee training will happen in August to start production last week of August, first week of September.”

The Heliene facility will start out with an “initial capacity of 30MWp per year,” he explained. “The plant is modular and can easily be expanded up to 80MW.” Once the 80% automated plant is up and running, the workforce will total about 40 people, based on “eight employees per shift of operation and approximately 10 administrative positions.”

Although the company's choice to make modules in Ontario is not surprising, given the lucrative tariffs and subsidies

available to renewables manufacturers and project developers through the province's Green Energy Act, why Sault Ste. Marie?

“From the logistics point of view, Sault Ste. Marie is centrally located to ship products throughout Canada and the United States,” Pochtaruk noted. “While in Ontario to provide the domestic content required for PV investments made in the province,” [we can] tap into a well-developed workforce, particularly focused on renewable energy.”

He also cited the area's large investments in wind (189MW), solar (20MW being installed, another 40MW planned), existing hydro, waste-to-energy, and other renewable power.

Abridged from an article first published online at www.pvtech.org. Read the original article: <http://tinyurl.com/PVTechHeliene>

www.heliene.ca



SSMART Awards return June 17

Northern Ontario's brightest science and technology stars will be honoured at the 5th Annual SSMARt Innovation Awards on June 17 at the Grand Theatre in Sault Ste. Marie.

Awards to be presented will include: Innovation Company of the Year; Innovation Youth of the Year; Best Website Award; and Innovation Researcher of the Year. Tickets will be



available soon for this gala event, which includes a catered meal and cash bar.

Sponsorship plays an important role in the success of the event. Prospective sponsors will be recognized in pre-event advertising and publicity and also at the awards themselves.

Those interested in becoming sponsors can contact Mei Ling: miling@ssmic.com or (705) 942-7927 ext. 3122 for a full breakdown of sponsorship levels and opportunities.

Further details, including the call for nominations, will be posted soon at www.ssmic.com.

SDTC seeks clean funding technology applications

Sustainable Development Technology Canada (SDTC) is calling on entrepreneurs and technology developers across Canada to submit Statements of Interests to the SD Tech Fund™, as SDTC opens its 17th round of funding.

SDTC is a not-for-profit corporation created by the Government of Canada to finance and support the late-stage development and pre-commercial demonstration of clean technologies. SDTC helps companies through the critical juncture when capital and scaling costs become formidable challenges and the risk profile deters many other investors.

“SDTC's thorough review process helps clean technology developers strengthen and refine their value proposition to other investors, industrial partners and customers,” says SDTC President and CEO Vicky Sharpe. “Although funding is important, providing

developers with the tools they need to reach the market is also key to their success.”

Since its creation in 2001, SDTC has allocated \$464 million to 183 clean technology projects. An additional \$1.1 billion has been leveraged from project consortia members, for a total portfolio value of \$1.6 billion. While applications for nearer-to-market technology innovations that deliver clean air benefits and reductions in greenhouse gases are encouraged, SDTC is also interested in clean water and clean soil technology solutions.

The organization recently released an SD Business Case™ report on Industrial Transportation – the sixth in a series of comprehensive sector reports which highlight priority investment areas for the fund. SDTC encourages technology

developers with solutions that address priority investment themes related to this sector or any of the others examined by the SD Business Case™ reports to apply for funding. The SD Business Case™ reports are available in the Knowledge Centre section of the SDTC website at www.sdtec.ca.

Applications are being accepted until April 21, 2010. Potential applicants are requested to first review the application process and funding requirements at www.sdtec.ca/en/SOInfo.htm and then schedule an initial call with an Applications Manager by emailing applications@sdtec.ca.

With information from:

http://www.sdtec.ca/en/news/media_releases/media_24022010.htm

Canadian Video Game and Digital Arts Awards debut in May

Canada will celebrate its world-class video game and digital art developers at the 1st Annual Canadian Video Game and Digital Arts Awards ceremony taking place in Vancouver, British Columbia on May 5, 2010 at the Vancouver Convention Centre.

As the third-largest producer of video game entertainment in the world, it's only fitting that Canada launch the Canadian Video Game and Digital Arts Awards with the second annual Game Developers Conference (GDC Canada). The show will also be broadcast across the country on G4TV through the Rogers Network, and tickets for the event are now available.

"Canadians are masters of their craft

when it comes to making games, visual effects and computer animation," said Victor Lucas, head of Greedy Productions and host of Electric Playground, Canada's national videogame and electronic entertainment show. "They work tirelessly to build some of the world's best entertainment.

Video Games Live will provide the entertainment for the evening. This musical convergence of sound, games and effects has garnered fans across the globe, and is the first and most successful video game concert tour in the world.

Notable sponsors include Microsoft's Xbox Canada, Electronic Arts & Rogers.

The nomination period for awards ran from February 15 to March 7. Seven awards will be presented for Visual

Effects and Animation and nine awards will be given for Videogames. Finalists in all categories have now been announced.

Event information, award categories, adjudication details, and online nominations are available at:

www.canadianvideogameawards.com



Taking aim at renewable energy myths

Renewable energy is big in the news lately but accompanying all the publicity are numerous misconceptions. Over at www.HowStuffWorks.com, author Robert Lamb has taken charge of debunking some common myths. Read the article here: <http://science.howstuffworks.com/5-myths-renewable-energy1.htm>

#5: Clean Coal is the Answer

Unfortunately clean coal is not nearly as clean as might be hoped. Much of clean coal technology is aimed at capturing and storing pollutants that would otherwise be released during burning. Coal critics say that this amounts to a redirection of pollution, instead of a reduction. Also to be considered is the geological upheaval and environmental trauma caused by coal extraction. Lamb concludes that clean coal is ultimately more marketing hype than reality.

#4: Solar Power Doesn't Produce Enough Juice

Our sun provides the energy that fuels all life on Earth. Despite this, solar power has long been derided as a puny potential



source of electricity.

However, new projections challenge this idea. Estimates by the United States Department of Energy have concluded that the solar energy resources in a 259 square kilometer area of Nevada could supply the United States with all of its needed electricity.

Furthermore, at the current rate of growth, electricity from solar energy will offset 10 million metric tons of carbon dioxide annually by the year 2027.

#3: Wind Turbines Are Noisy, Costly Bird-Killers

A few unlucky birds do meet their ends at the blades of wind turbines – approximately 1 in 30 000 bird deaths, according to studies – making wind farms a not-very significant cause of bird mortality.

When it comes to the issue of noise, modern technology renders today's turbines relatively silent. From a distance of 750 feet a multi-turbine wind farm would produce no more noise than a working kitchen refrigerator.

As for concerns over cost, there are considerable up-front costs to establishing a wind farm but research shows that on average an operational farm will repay the energy used in its manufacture within three to five months.

#2: Renewable Energy is Worthless without Government Subsidies

While it is true that different levels of government have subsidies in place to incentivize producers to establish new renewable energy capacity, subsidies are



also used for most conventional energy sources. In 2007 the United States government provided \$854 million to coal producers and \$1.267 billion to the nuclear power industry.

#1: Renewable Energy Can't Replace Fossil Fuels

In the near term, it is unlikely that renewable energy will be able to completely supplant fossil fuels. U.S. government projections predict that fossil fuels and nuclear power will still comprise 85% of that country's electricity in 2030.

However, it is unreasonable to suppose that renewable power will never be able to facilitate an end to a reliance on fossil fuels. With finite supplies of oil and coal available on Earth, continued investment in green energy will be critical towards meeting energy demands in the future.

UPCOMING EVENTS:

MARCH

Sault Ste. Marie Innovation Centre

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www.ssmic.com - www.itssm.com

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7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

- **Mar 11, 2010**

Innovation Breakfast— Gran Festa Ristorante, 180 Bay Street, 7:30 a.m.

RSVP: mguzzo@ssmic.com

- **Mar 13-14, 2010**

ProtoLaunch 5

Featuring Matt West of Rockstar Games

- **Mar 26, 2010**

TAG Luncheon

RSVP: tharmar@ssmic.com

- **Mar 31, 2010**

The Business of Clean Tech workshop: Opportunities, Innovation and Funding.

For more info or to register contact:

awagner@ssmic.com

Visit www.ssmic.com to view an updated calendar of events.

For more information about any of the events

or to RSVP contact

Mei Ling at: 942-7927 X3122 or

mling@ssmic.com

Verbatim

"The factory of the future will have only two employees, a man and a dog. The man will be there to feed the dog. The dog will be there to keep the man from touching the equipment."

- Warren G. Bennis

American Author and Organizational Consultant

Days 1 - 10
Teach yourself variables, constants, arrays, strings, expressions, statements, functions,....



Days 11 - 21
Teach yourself program flow, pointers, references, classes, objects, inheritance, polymorphism,



Days 22 - 697
Do a lot of recreational programming. Have fun hacking but remember to learn from your mistakes.



Days 698 - 3648
Interact with other programmers. Work on programming projects together. Learn from them.



Days 3649 - 7781
Teach yourself advanced theoretical physics and formulate a consistent theory of quantum gravity.



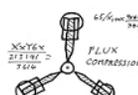
Days 7782 - 14611
Teach yourself biochemistry, molecular biology, genetics,....



Day 14611
Use knowledge of biology to make an age-reversing potion.



Day 14611
Use knowledge of physics to build flux capacitor and go back in time to day 21.



Day 21
Replace younger self.



As far as I know, this is the easiest way to

"Teach Yourself C++ in 21 Days".

www.abstrusegoose.com

Ignite Sault 3 ready to spur creativity

Promising more enlightenment and entertainment packed into five-minute morsels, Ignite Sault will be returning with Ignite Sault 3 to be held on Thursday April 8 at The Grand Theatre. Tickets are available for free online or at the door. Doors will open at 7 pm.

As before, the Ignite Sault event will feature speakers presenting 20 slides in five minutes on a subject of their choosing. Presentations

already registered for the upcoming event span a diverse array of topics, from eradicating polio to personal philosophy to the meaning of fashion sense (presented by SSMIC's own Marla Guzzo, no less!)

More information on Ignite Sault is available online at www.ignitesault.ca or join the Facebook fanpage: www.facebook.com/ignitesault



Are you an entrepreneur or part of a SME that would like to be profiled in a future edition of Eye On Innovation?

Contact: mling@ssmic.com

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