



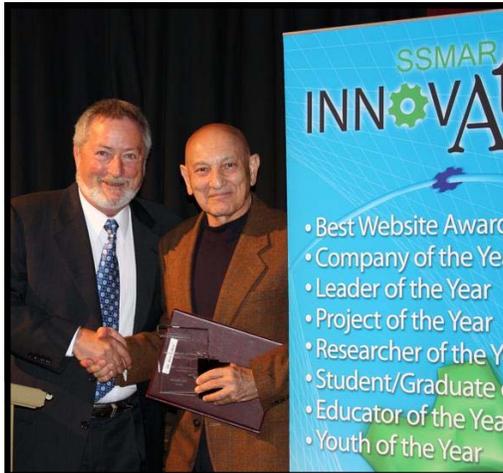
5th Annual SSMARt Awards recognize best and brightest

Local excellence celebrated at June 17 awards gala

Local science and technology excellence was honoured at the fifth annual SSMARt (Sault Ste. Marie and Algoma Region) Innovation Awards hosted by the Sault Ste. Marie Innovation Centre (SSMIC) on Thursday June 17, 2010 at the Grand Theatre. The gala ceremony honours and recognizes local talent in the science and IT sectors.

The awards were expanded in 2009 to include the science sector following SSMIC's merger with science enterprise Algoma (seA) and integration with Upper Lakes Environmental Research Network (ULERN).

"Congratulations to all of our winners and nominees. We are incredibly pleased with the number of high calibre nominations we received this year which is a true testament to the amazing talent in our local science and technology sectors," said Tom Vair, executive director, SSMIC. "As our awards have grown over the last five years we have seen positive growth in the science and IT sectors here in Sault Ste. Marie and its surrounding areas. The judges had a



Above: 2009 awards recipient Mike McGonigal congratulates 2010 Innovation Leader of the Year winner Dr. Basil Arif of Natural Resources Canada—Canadian Forest Service.

really tough time deciding on the winners this year and this demonstrates the growing momentum of these sectors in

the Algoma Region."

The eight award categories and winners were:

1. Innovation Company of the Year: Superior Energy Solutions. Superior Energy Solutions focuses on commercial and residential solar installations. Superior Energy Solutions has over one megawatt's worth of projects in development for the next year and revenue forecasts for existing projects totals over \$950 000 annually. The company has completed the first Ontario Power Authority micro-fit contract in Sault Ste. Marie. This project is also the first in Sault Ste. Marie to be installed and operated under the Ontario Power Authority's microFIT contract. Located at

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ISRI launches new website

Algoma University's Invasive Species Research Institute (ISRI) has launched a new website that is accessible to the public. Located at www.isri.ca, the website contains a wealth of information on invasive species and related topics.

Visitors to the site can learn about ISRI's past outreach activities, download and view interactive learning modules, and report suspected sightings of invasive alien species.

Users who take the time to register can access a several features that are not available to casual browsers. Registered users will be able to get full access to ISRI's database on invasive species



researchers and will be able to use the register a tree function.

Registered users who think they may have identified Ash trees affected by Emerald Ash Borer (EAB) can report their suspicions using the register a tree function. ISRI will then dispatch investigators to check the reported trees to confirm whether the tree is in fact afflicted with EAB. The findings will be recorded and will be used to monitor the spread of EAB in Sault Ste. Marie.

Some forthcoming features that will be added in the near future include an invasive alien species tracking system

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5th Annual SSMARt Awards, Continued



1: Jessica Wendling and Darren Jorgensen, Website of the Year co-winners. **2:** Melanie Muncaster (NOHFC) and Ted Curry (Superior Energy Solutions). **3:** Tom Vair and Jessica Shanahan. **4:** Signage in the Grand Theatre lobby. **5:** Innovation Youth of the Year co-winner Chris Rugo. **6:** Tom Vair addresses the audience prior to dinner.

(Continued from page 1)

Kensington Place Apartments, the solar installations will produce approximately 12,000 kilowatts of power while reducing two hundred and two tons of CO₂ over the next 25 years. The company is also working closely with Sault College on research and development of new proprietary technology.

2. Innovation Youth of the Year: Chris Rugo (St. Mary's College), Madeline Trottier (Blind River Public School). Chris Rugo is a grade eleven student at St. Mary's College. He has maintained an academic average of over ninety percent. Chris created the spirit video for St. Mary's that was posted on YouTube and received a great deal of attention locally. As a volunteer, Chris has produced two videos for Sault Ste. Marie highlighting the city as being a green community and an alternative energy capital of North America. Chris will also be leading a team of students in the development of SMC Today, an online media broadcasting tool that will feature bi-weekly news pages and social media elements.

Madeline Trottier is a grade eight student at Blind River Public School. Madeline has consistently maintained an average of over 90 percent throughout elementary school. She has volunteered with the Ministry of Natural Resources on numerous wildlife surveys and as a historical re-enactor at the Blind River Timber Village. She is active in several school clubs and is her school's student council president. Madeline has displayed a passion for science and biodiversity. She was invited to compete in the Canada-wide Science fair in Peterborough, where her project placed in the top one percent of all entries and received an honourable mention. Madeline also submitted an art essay for a contest with Ontario Nature this past winter. Her painting on biodiversity won first place and she was awarded a \$500 savings bond and \$250 for her class to take part in a nature related activity.

3. Innovation Student/Graduate of the Year: Jessica Shanahan. Jessica was a volunteer as an undergraduate student at Algoma University's Brain-Computer Interface Lab for several years. Upon graduating from Algoma U, she obtained a

FEDNOR internship to work as the lab coordinator and she has been working formally there now for the last several months. In this capacity she has been able to procure several thousand dollars in grant money for the lab and has also assisted with studies and developing and conducting experiments.

4. Best Website Award: www.mollymediastudios.com by Fuzednotions Creative Studio and Molly Media Studios.

5. Innovation Leader of the Year: Dr. Basil Arif, team leader, Great Lakes Forestry Centre with Natural Resources Canada, Canadian Forest Service. The research carried out under Dr. Arif's leadership is focused on developing environmentally-friendly methods of controlling forest pests. In 2003 his group was awarded a \$4.6 million dollar grant from Genome Canada to develop a virus for control of the spruce budworm. His work has resulted in two worldwide generic patents. Dr. Arif was invited by the Food and Agriculture Organization of the United Nations to serve in a scientific

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ISRI launches new website continued

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that will map reported sightings of alien species in Sault Ste. Marie, an invasive species database, ISRI publications, and original research from ISRI Research Chair Dr. Pedro Antunes.

ISRI received funding to develop the

website's database of invasive species researchers and also for the section pertaining to Emerald Ash Borer. The EAB section will feature a number of publications by Dr. Barry Lyons of the Great Lakes Forestry Centre. These documents will include several survey and detection guides that will help the public identify the presence of EAB in

affected trees.

The new ISRI website has been developed with support from the Community Development Corporation of Sault Ste. Marie and area, the Northern Ontario Heritage Fund Corporation, the Sault Ste. Marie Innovation Centre and Natural Resources Canada.

5th Annual SSMARt Awards, continued

(Continued from page 2)

group investigating the relationship between tsetse flies and their viruses. He has represented Canada internationally at many conferences and has given over one hundred invited presentations to national and international audiences.

6. Innovation Educator of the Year: Dr. David Brodbeck (Algoma University). Dr. Brodbeck is an associate professor in the Psychology Department at Algoma U. He has shown innovation and creativity by making extensive use of social media in his teaching approach. For the last four years Dr. Brodbeck has been recording and podcasting his lectures. His podcasts have consistently ranked in the top fifty most-downloaded on iTunes podcast directory. His students' average grades have improved by five and a half percent since he began podcasting. Dr. Brodbeck uses social media tools such as Facebook, Twitter and Instant Messaging to stay in touch with students and answer questions outside of regular office hours. He is also a frequently-cited researcher on comparative cognition and he has been nominated for several teaching awards in the past in both Ontario and Newfoundland.

7. Innovation Researcher of the Year: Dr. Barry Lyons (Natural Resources Canada – Canadian Forest Service). Dr. Lyons coordinates a team of research staff at the Great Lakes Forestry Centre that studies the emerald ash borer, a highly destructive insect originally from western Asia. Dr. Lyons' team has led the development of innovative sampling and

detection methods for this pest and has developed an operational plan for control in urban centres. When infested trees were found in Sault Ste. Marie in 2008, Dr. Lyons took on the role of advisor to the city, and based on his guidance the city developed a management plan for ash trees. He has also helped develop a plan that integrates tree removal and the use of a plant-based insecticide developed at GLFC to reduce and control Emerald Ash Borer populations.

8. Innovation Project of the Year: Central Algoma Freshwater Coalition. In early May of 2010, the Central Algoma Freshwater Coalition undertook a shoreline restoration project at Stobie Creek in Desbarats, Ontario (Stobie Creek Restoration Project). To combat the effects of shoreline erosion CAFC planted three hundred and sixty-five trees along a large stretch of shoreline with the help of over one hundred student volunteers from five classes at Central Algoma Secondary School. Before planting the trees, students took part in an educational seminar by CAFC where they learned about the importance of water quality in our local ecosystems. CAFC also engaged the community by recruiting volunteers and partner organizations to supervise the project and by publicizing its work through the media.

This marks the second year where the awards were held at The Grand Theatre on Queen street. This year's awards attracted over 100 attendees. As with last year, the SSMARt Innovation Awards integrated the use of Web 2.0 technology

into the event. A live blog was set up using CoverItLive.com and there was also a Twitter contest where an attendee won for 'tweeting' the most original and innovative comment with the event hash tag #ssmart10. Guests with digital cameras were also asked to upload their pictures to Flickr using the same tag. The event blog can be viewed by visiting: <http://ssmic.blogspot.com>

The awards were sponsored by the Northern Ontario Heritage Fund Corporation, Algoma University, CTV, Sault College of Applied Arts and Technology, PUC, Business Development Bank of Canada (BDC), BioEnterprise Corporation, Bioforest Technologies, Boniferro Mill Works, Compass Imaging and the Sault Community Career Centre.

End of an Era



Left: May saw ISRI outreach interns Kristen Berger and Troy Pine reach the end of their contracts. Here Kristen and Troy recreate a famous scene from their first week on the job in May 2009!

2010
SSMARt
INNOVATION
Awards

Sponsors

Eye on Kimberley LeClair

Kimberley recently joined the Innovation Centre's team to become a part of an innovative pilot project aimed at enhancing the safety of people requiring unique support during emergency situations. As the Vulnerable Persons Registry Coordinator, Kimberley is responsible for hosting focus groups and community information sessions, marketing the project, data collection and maintenance, assisting applicants and research.

Prior to joining the team, she obtained a Bachelor of Arts degree in Psychology alongside a Business minor from Brock University in St. Catharines, Ontario. Kimberley received a post-graduate certificate in Public Relations from Niagara College in Welland, Ontario and was one of the top students in the class with an average of 88%. During her time in Welland, Kimberley volunteered at Mainstream, an organization that provides a day education program for adults with developmental disabilities, in St. Catharines. Kimberley created a communications plan for them to provide a guide on how to gain community

awareness of a graffiti removal project.

Kimberley, through a variety of professional and volunteer opportunities, has acquired a broad range of experience including marketing, strategic management, communications and event planning. She completed a six-week internship as a project assistant at Niagara College in the Centre for Professional and Educational Development office where she assisted in the planning and execution of two successful high profile events; one being a faculty conference where 400 faculty and staff were in attendance.

Following graduation, Kimberley moved back to her hometown of Sault Ste. Marie. "Even though I loved being in the Niagara Region, I wanted to be back



home so I could be closer to my family," said Kimberley. Upon her return, Kimberley was hired for a four-month contract as the Children's Source Water Festival Coordinator for the Sault Ste. Marie Conservation Authority.

As the vulnerable persons registry coordinator, Kimberley hopes to gain first-hand experience in the development of a pilot project as well as become more knowledgeable in the science and IT sectors. "I hope my contributions to the VPR project will uphold and possibly exceed the hopes and expectations set out by the Community Geomatics Centre and the partnering organizations," said Kimberley.

"I am absolutely thrilled to be working at the Innovation Centre. Having the opportunity to work within an organization that is focused on generating economic growth and stability within the community is something of great value," said Kimberley. "As part of SSMIC's Community Geomatics Centre, I continue to be amazed at their ability to use GIS in a manner that is unique and beneficial to our health and social services sector."

Sault Ste. Marie Innovation Centre welcomes Helen Gillespie, Director of Development

The Sault Ste. Marie Innovation Centre (SSMIC) is pleased to welcome Helen Gillespie as the Director of Development for the Bio-Sciences and Technology Convergence Centre (BTCC). As the Director of Development Helen



is part of a team responsible for developing and implementing plans for the advancement of the BTCC. In particular, Helen will engage private sector partners and develop formal partnerships that ensure the direct involvement of companies in the research projects, activities and sponsorship of the BTCC.

Helen brings significant private corporate experience to SSMIC. Helen has led strategically and participated operationally in startups, restructurings and turnarounds for companies of up to \$60 million in sales. "I grew up in Sault

Ste. Marie and raised my family here, starting several businesses some in partnership with my husband," said Helen. "In 1995 I moved my family to southern Ontario and worked in the corporate sector, continuing restructuring companies. In 2003 I moved back to Sault Ste.

Marie and started a consulting business with clients here and in Toronto and Ottawa." She has been responsible for raising 'seed' money, venture capital investment and long term capital for projects, identifying both public and private sector funding. Most recently, she has worked at Algoma University on Special Projects for the President's office. She is a past Director of the Canadian Commercial Corporation, past President of the Sault Ste. Marie Chamber of Commerce, and currently serves as Director of St. Mary's River Bridge Company and Vice-Chair of the St. Mary's International Bridge Authority.

Being able to live and work in her hometown of Sault Ste. Marie means a lot to her and Helen is "happy to be home and be at work in 5 minutes, cross country skiing in 20 minutes, downhill ski or kayak minutes from home!"

Finally, Helen is excited by the possibilities in SSMIC's partnership with Algoma University and with what the two can accomplish together. "SSMIC's partnership with Algoma U is extremely important to the community – our outreach into science and technology knows no geographic boundaries and we are combining the best in research opportunities, the academic, the applied and the potential for commercialization," said Helen. "We are in essence creating a research park in Sault Ste. Marie, leveraging community successes (GLFC/CFS, OFRI, the Group Health Centre, the Community Geomatics Centre), to create greater opportunity. This hopefully creates jobs – and certainly creates awareness outside of Sault Ste. Marie of what we have to offer."

Sault Ste. Marie Innovation Centre welcomes Science Development Officer, Paula Antunes

The Sault Ste. Marie Innovation Centre (SSMIC) is pleased to welcome Dr. Paula Antunes as the science development officer for the Bio-Sciences and Technology Convergence Centre (BTCC).

As the science development officer, Dr. Antunes will seek out funding opportunities that would allow the expansion of science-based projects taken on by the Innovation Centre. Of particular interest are projects that provide local industry with the best possible science-based tools for cost-effective and sustainable environmental practices and those that help natural resource protection.

Dr. Antunes' area of expertise is in environmental toxicology and chemistry. She holds an honours B.Sc. in Biological Sciences at Laurentian University / University of Guelph, and a Ph.D. in Soil Science from the University of Guelph.

After the completion of her Ph.D., Paula carried out a two-year Industrial Research Fellowship at AquaTox

Consulting Inc. (an environmental consulting and testing laboratory in Southern Ontario) sponsored by the National Sciences and Engineering Research Council of Canada (NSERC) and the International Copper Association. There she carried out hydroponic toxicity tests with plants exposed to copper and nickel, and used the data generated to develop chemistry-based computer models that predict how toxic different waters will be when metal is added. Her work on metal speciation chemistry and toxicology has been applied directly to environmental contamination issues, and is currently helping companies sustain good environmental management and protection practices. Projects that Dr.



Antunes has worked on include those focused on mitigating the potential toxicity of landfill leachates, water quality guideline derivation, and environmental remediation and monitoring issues for mining companies.

Following her Industrial Research Fellowship, Dr. Antunes went abroad with her family to Berlin and later Lisbon, where she worked as an Assistant Research Professor in the Centre for Petrology and Geochemistry at the Superior Institute of Technology in Lisbon. In April of 2010, Dr. Antunes returned to her home town of Sault Ste. Marie Ontario and began her new position as Science Development Officer at SSMIC.

"This position provided a great opportunity to return to Sault Ste. Marie and to be involved with local environmental issues," said Paula. "The Innovation Centre and Algoma University have a fantastic partnership that will help to turn great ideas into real solutions for Northern Ontario and I'm very glad to be a part of it."

Sault Ste. Marie Innovation Centre welcomes Mike McGonigal, Technology Development Officer

The Sault Ste. Marie Innovation Centre (SSMIC) is pleased to welcome Mike McGonigal as the technology development officer for the Bio-Sciences and Technology Convergence



Centre (BTCC). In this position, Mike is responsible for providing development and technical skills within SSMIC to assist the growth of the IT initiatives within the BTCC. Mike works with a number of stakeholders including Algoma University, private sector companies, other academic institutions and researchers as well as partner organizations including non-profits and industry associations.

One of Mike's key focus areas is the ongoing support of the Algoma Games for Health initiative. This includes developing business and marketing plans for the studio in conjunction with other staff members, Algoma University and other partners.

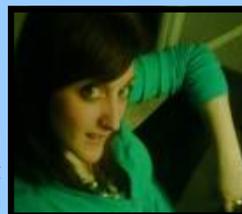
Born and raised in Kapuskasing, Mike moved to Sault Ste. Marie in 1980 because of the warmer climate and shorter winters. Once described as a serial entrepreneur he has been involved as co-founder of a number of successful enterprises including CAIL Technologies, Exsalgo Corp., ITGenomics, Great Lakes Interlinks, Algoma Business Computers and Upper Peninsula Technologies (MI). While holding positions of Sales Manager, VP Sales, VP Business Development, CIO, CEO Mike envisioned, designed and deployed many large-scale innovative IT solutions.

He consistently raised private capital to fund these enterprises and was named the 2009 "Innovation Leader of the Year" at SSMIC's 4th Annual SSMAR Innovation Awards.

As a new staff member with SSMIC, Mike is excited about having a hand in developing the future of our community and can think of no better place to be to realize this potential.

SSMIC bids farewell to Marla Guzzo

In May, SSMIC's long-serving marketing specialist and resident fashion guru Marla Guzzo



said her goodbyes to the organization. Marla was offered and accepted a position with Lucidia Ltd. as a project coordinator. Congratulations Marla on your new job and thank you for all of your hard work and dedication to the Innovation Centre!



CAFC and ISRI team-up to promote biodiversity

Science
Spotlight

On Wednesday, May 19 experts from the Invasive Species Research Institute (ISRI) at and the Central Algoma Freshwater Coalition (CAFC) visited grade 6 and 7 classes at East View Public School to educate students about biodiversity. A lead-up to the International Day for Biodiversity on Saturday, May 22, the students participated in a full day of hands-on interactive activities focused on two major concerns: invasive species and water quality issues.

In the morning students attended presentations by ISRI and CAFC and then took part in a game of Enviro Jeopardy. In the afternoon, students

moved through 4 stations, each focused on a different topic related to biodiversity. The day ended with a Battle for Biodiversity relay race which demonstrated the impact of invasive species and the advantages they have over native species once they are established in Canada.

Students from CASS, Algoma University, and staff from the Sault Ste. Marie Region Conservation Authority (SSMRCA) and the Sault Ste. Marie Innovation Centre (SSMIC) were on hand to help.

Invasive species is the second leading cause of loss of biodiversity next only to habitat loss. ISRI and CAFC want to educate as many people as possible on the issues related to the loss of biodiversity specifically invasive species and soil erosion and habitat loss as well as water quality issues related to nutrient loading.

"Outreach activities such as these are important to raise the level of awareness about biodiversity, and what it means to our natural environment," said Dr. Pedro Antunes, Chair of ISRI. "Obviously it's important for government and business to be tuned

in to these issues, but we also know that educating the next generation with grassroots efforts like these is crucial to a sustainable effort to combat invasive species."

The year 2010 has been declared the year of biodiversity by the UN. ISRI has also signed the International Union for Conservation of Nature's [Countdown to 2010](#) declaration to save biodiversity.



Above: CAFC Freshwater Quality Public Outreach intern Lindsey Verdone explains an exhibit.



Above: Eastview students examine a specimen with the help of a microscope.

SEO TAG luncheon with Darren Jorgensen

On Friday May 28, Darren Jorgensen of Molly Media Studios was at Algoma University to deliver a noon-hour presentation on video production and SEO strategies for small-to-medium enterprises. The presentation was part of SSMIC's on-going TAG luncheon series.

Darren's presentation explored just what video search engine optimization (SEO) is and how to approach it. Darren talked about the uses of video and how it can help small and medium enterprises raise their SEO rankings as a means of increasing awareness and furthering marketing goals. From the basics on what kind of videos to build, to using those videos to full advantage, Darren provided an overview of the process and some insight into how to fit the pieces of the puzzle together.

Darren is a professionally trained videographer and also a filmmaker. His education in media production began more than 20 years ago, and has culminated most recently in a Masters of Fine Arts with a concentration in film and video production. He has won numerous awards for his creative endeavors, and his films have been featured in festivals across both North America and Europe. He is the Creative Director for Molly



Left: Darren Jorgensen and Molly.

Media Studios, a videography company that specializes in both corporate video and weddings. Learn more at:

www.mollymediastudios.com.

TAG Luncheons are a monthly event sponsored by the Sault Ste. Marie Innovation Centre. Presentations are held at either Algoma University or Sault College. A light lunch is provided for audience members and there is no charge to attend. For more information please contact Mike (mward@ssmic.com) via email or phone at 942-7927 ext. 3132.



Convergence Centre construction enters 2nd phase

After a competitive tender process, the contract for the second-stage of construction for Algoma University's Biosciences and Technology Convergence Centre has been awarded to Cy Rheault Construction Limited. Phase one of the project was completed by Mike Moore & Sons Construction Limited.

When it is completed in 2011, the Convergence Centre will become home to both SSMIC and its Community Geomatics Centre. Also relocating to the new building will be three of Algoma U's research institutes: Algoma Games for Health; the Health Informatics Institute and the Invasive Species Research Institute (ISRI).

The Convergence Centre will also



Above: Webcam capture of construction on the BioSciences and Technology Convergence Centre on May 17, 2010.

feature new research labs, teaching labs and additional space for biosciences commercialization activities. Construction of the centre has been funded with \$16 million from the Government of Canada's Knowledge Infrastructure Program and the Province of Ontario's 2009 provincial budget.

Progress on the construction of the centre can be viewed in real-time via webcam on the Algoma University website at www.algomau.ca/biosciences-webcam.

Youth entrepreneurship rocks at the *Downtown Showdown!*

On Friday May 28, local youths cheered on their favourite bands and also discovered the benefits of entrepreneurship and self-employment at the *Downtown Showdown* Battle of the Bands event, presented by the Sault Youth Association (SYA), the Sault Ste. Marie Innovation Centre (SSMIC) and Enterprise Centre Sault Ste. Marie (ECSSM) with support from the Ministry of Economic Development and Trade's Youth Entrepreneurship Partnerships program.

The free event was held at Oddfellows Hall, located at 124 Dennis Street, from 7 p.m. until 11 p.m. Performing bands included SBD, The Fury, Tenagens, and Bring The Fallen.

Youths also had the chance to meet successful young entrepreneurs and talk with staff from SSMIC and ECSSM about different programs that promote youth self-employment in northern Ontario. The bands were judged by Len from The Rad Zone and Donna Hopper.

"Self-employment is a career path that more young adults should consider," said Tom Vair, executive director, SSMIC. "The goal of this event was to give youth a better understanding of entrepreneurship as a career opportunity and the local support available should they decide to start their own small business. We're pleased to partner with the Sault Youth Association, Enterprise Centre Sault Ste. Marie and the Ministry of Economic Development and Trade to help make youth more aware of these amazing local

opportunities."

"Young entrepreneurs can create jobs and also launch businesses that better serve the needs of youth in our community. In particular, the arts and entertainment space is a sector where there could be many opportunities for enterprising youth," said Lisa Vezeau-Allen, executive director, Sault Youth Association. "We're also excited to give young bands an opportunity to perform and win some great prizes."

The first place band Bring the Fallen won a cover story in The Fresh Magazine as well as a \$100 gift certificate from Music Depot. Second place band The Fury won a half-page spread in Fresh as well as a number of gift certificates for local merchants. Each of the top three bands also won a photo-shoot with a local photographer.

The battle of the bands event was a part of the Entrepreneurship Prep program developed and delivered by SSMIC in



partnership with ECSSM. The program encourages and prepares secondary school students to someday open their own business through discussions about business planning and mentorship from local entrepreneurs.

The battle of the bands event is part of the Entrepreneurship Prep program developed and delivered by SSMIC in partnership with ECSSM. The program encourages and prepares secondary school students to someday open their own business through discussions about business planning and mentorship from local entrepreneurs. In November 2009 SSMIC and ECSSM hosted the "Entreprep Mixer with Music and Mocktails" event featuring Mustang Sally from Korah Collegiate and Vocational School. The event also had special presentations by past participants in the Summer Company program. Numerous in-class presentations have also been held at area high schools.



Top right: Bring the Fallen show off their chops.

Left: SYA volunteers work the door.



Sault Ste. Marie represented at OCE Discovery '10

Representatives from SSMIC and Algoma University's research institutes were ambassadors for Northern Ontario innovation at the Ontario Centres of Excellence (OCE) Discovery '10 trade show, held in Toronto on May 17-18 at the Metro Toronto Convention Centre.

The Discovery conference plays an increasingly key role in connecting industry and research, entrepreneur and financier, student and mentor, all with the goal of speeding innovation to market. OCE's primary role is to serve as a vehicle for the research to commercialization process in Ontario and to help drive innovation in the province.

Showcasing Sault Ste. Marie's accomplishments and potential to over

2500 delegates were employees from SSMIC, ISRI, the Health Informatics Institute, Algoma Games for Health and Algoma U's Brain-Computer Interface lab.

The information booklet that was assembled for the conference is available on the SSMIC website at www.ssmic.com.

Right: Dr. George Townsend of the Brain-Computer Interface lab at Discovery '10.



ProtoLaunch 7 with Matthew Wegener and Steve Swink



ProtoLaunch's seventh and final workshop of the 2009-2010 school year was held on June 5 and 6. The facilitators were Matthew Wegener, CEO of

Tempe, Arizona's Flashbang Games, and Steve Swink, creative director for Enemy Airship. The workshop focused on the use of the Unity 3D multi-platform game development tool which is a key tool for the 5 week ProtoLaunch summer competition beginning on June 30.



Matthew Wegener is the founder of Flashbang Games and has lead the company's development for the past seven years. He also co-chairs the Independent Games Festival and advises the Independent Games Summit. As well Matthew edits FunMotion, a site about physics games. He also recently unicycled from Kenya to Tanzania.

Flashbang Studios is an independent games studio that has been making titles since 2003. The company has produced 13 self-funded titles in areas including web games, iPhone games, downloadable games and retail games. Flashbang is also an authorized Wii developer.

Steve Swink is the creative director of Enemy Airship (www.enemyairship.com), an independent game studio. They are

currently working on a game called *Shadow Physics* (www.shadowphysics.com). Prior to Enemy Airship, Steve was a game designer at Flashbang studios for several years, creating games for www.blurst.com. He previously worked for Neversoft, as a designer on Tony Hawk Underground.



Next up for ProtoLaunch will be a summer game design competition. This five-week long competition will see high-school aged participants get paid to design functioning prototype video games in teams. Winners will be crowned in August. A total of 24 spots have been filled by eager students.

For more information on ProtoLaunch, contact Dwayne Hammond (Dwayne.hammond@algomau.ca) or visit the Facebook fanpage: www.facebook.com/protolaunch.



Heliene Canada receives \$2.5 million from NOHFC

The McGuinty government is investing in the clean energy manufacturing sector and creating job growth by supporting Heliene Canada's establishment of a solar module manufacturing plant in Sault Ste. Marie, David Oraziotti, MPP announced on May 7, 2010.

The province, through the Northern Ontario Heritage Fund Corporation's (NOHFC) Enterprise North Job Creation Program, is providing Heliene Canada with a loan of \$1,875,000 and a \$625,000 grant to build a solar module manufacturing plant that is expected to produce 87,500 solar panels that can generate 20 megawatts of power per year.

The new company is made up of two local Canadian investors including Martin Pochtaruk and Denis Turcotte, the former CEO of Algoma Steel.

The company expects to operate on a three-shift cycle that would create as many as 12 jobs per shift when at full capacity, for a total of approximately 36 jobs.



Profile on Northern Lights Energy Systems Limited

NORTHERN LIGHTS
ENERGY SYSTEMS LTD.



Northern Lights Energy Systems Ltd. is proud to announce the first Ontario Power Authority (OPA) MicroFIT project to deliver power to the grid in the central Algoma area.

The MicroFIT project is based out of Algoma Mutual Insurance in Thessalon. Algoma Mutual Insurance in Thessalon originally applied under the Renewable Energy Standard Offer Program (RESOP) and are transitioning to the MicroFIT program.

Northern Lights Energy Ltd. is a full service dealer able to design a system from the ground up, supply the proper equipment that will work best in any particular project, install, wire, and commission the system whether it is a small off the grid cottage or a larger FIT project selling power to the utility.

Based out of St. Joseph Island, Laurence and Diena McKay along with their family pioneered the renewable energy industry in this area. Laurence put up his first wind turbine back in 1978 and quickly realized that many people are interested in renewable energy but most lack the technical background to do it yourself.

The business was officially registered in 1986 and has been growing ever since. Northern Lights Energy Systems Ltd. moved into their present location in 1991 completely "off the grid" to prove to people that this can be done while still living a comfortable lifestyle.

Since that time Northern Lights has

continued to expand their customer base in the Algoma region.

Off the grid design must be done very carefully or the system will soon be in trouble. With remote homes the reliability must be as good or better than utility power. Places like ACR Canyon Park have been using hybrid solar and water

I set out to create things that are as trouble free as possible. Not only that but when a repair is necessary it should be designed so the repair is as simple as possible," said Laurence.

The original Sun-Link solar tracker, invented by Laurence, is an example of simple design. Easy to build, universal frame, cheap to ship, fast to erect, simple reliable control strategy, and the most complete unit on the market right down to providing the nuts and bolts to attach the solar modules. A 5 kilowatt dual axis unit is in the works for later this year.

Laurence and Diena were both born at Richards Landing. "We know we are in a very special place and never had any desire to live anywhere else. We love where we are, and what we do for people," said Diena. "It's a very simple business model. Do good work, supply good equipment, fix it right away if it doesn't work, and charge fair prices."

"With the OPA FIT and MicroFIT programs we are

set for exceptional growth. As long as we retain our core values by making all employees aware of what is expected our customers should expect the same level of service as when we were a 2 person operation," said Laurence. "We do anticipate operations will move to the city to access a larger pool of labour closer to the bulk of the activity."

"These are the most exciting times in our lives. We are now an active part in changing our part of the world to a sustainable future. Helping others achieve their goals is very satisfying," said Diena.

Northern Lights Energy Systems Ltd. is a licensed electrical contractor ESA/ECRA #7001821

For more information on Northern Lights Energy Systems Ltd. visit: <http://www.northernlightsenergy.com/> or email: info@northernlightsenergy.com

Other contact information:

Laurence McKay

900 Hwy 548-C

Richards Landing ON, P0R 1J0
Tel: (705) 246-2073



Above: Algoma Mutual Insurance building in Thessalon, ON, with recently-installed solar panels on the roof.

power system supplied by Northern Lights for operations since 1992.

In 2003 the "Net Metering" program began allowing anyone to connect their renewable energy system to their home and offset power purchased from the utility. Northern Lights installed the first one that year in the city of Sault Ste Marie on the newly engineered Sun-Link solar tracker. The system continues to deliver power for the homeowner and supply emergency power during utility outage.

Laurence McKay is a licensed construction and maintenance electrician. Possessing both a mechanical and electrical background, Laurence's creative nature adds to his philosophy on design and repair.

"When things break down nobody is happy, so

Left: Ground-mounted solar modules.



UPCOMING EVENTS:

JULY

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: mling@ssmic.com

www.ssmic.com - www.itssm.com

S	M	T	W	T	F	S
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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	31

- **July 23-24, 2010**

The Green Expo

Johnson Township Community Centre,
Desbarats, ON
Free Admission!

Contact Tracey.Cooke@ontario.ca

- **June 30-July 30, 2010**

ProtoLaunch summer competition runs for 5 weeks. Students will make video games in teams and get paid as their summer job! Regular ProtoLaunch workshops will resume in the Fall.

Visit www.facebook.com/ProtoLaunch

Or contact

Dwayne.Hammond@algomau.ca for more info

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

For more information about any of the events

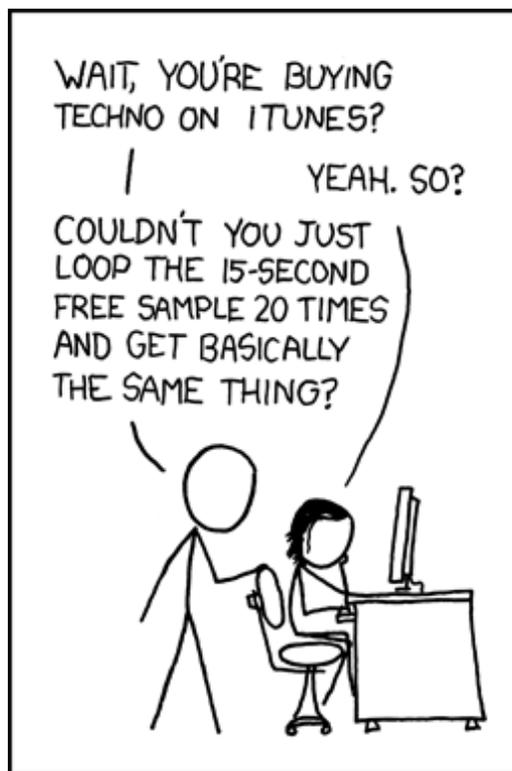
or to RSVP contact

Mei Ling at: 942-7927 X3122 or mling@ssmic.com

Verbatim

"We live in a society exquisitely dependent on science and technology, in which hardly anyone knows anything about science and technology."

- Carl Sagan



<http://xkcd.com>

YouTube turns 5

May 2010 marks the five-year anniversary for YouTube, the online video-sharing website phenomenon. Youtube averages a staggering two billion views every day and is the third-most visited website on the internet.

To celebrate this milestone, the company has launched the YouTube Five Year channel to chart the history of the website. The channel contains a timeline

noting significant events in the company's history, such as being acquired by Google and US President Barack Obama's video interview.

Also noted are some of the popular memes that first found life on YouTube,



such as "Rickrolling" and the Numa Numa song. YouTube has also enlisted the help of celebrities such as Conan O'Brien and Katie Couric to assemble lists of their favourite videos.

Visitors are also being invited to upload their own videos describing how YouTube has changed or influenced their lives.

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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