



SSMIC: A Year in Review

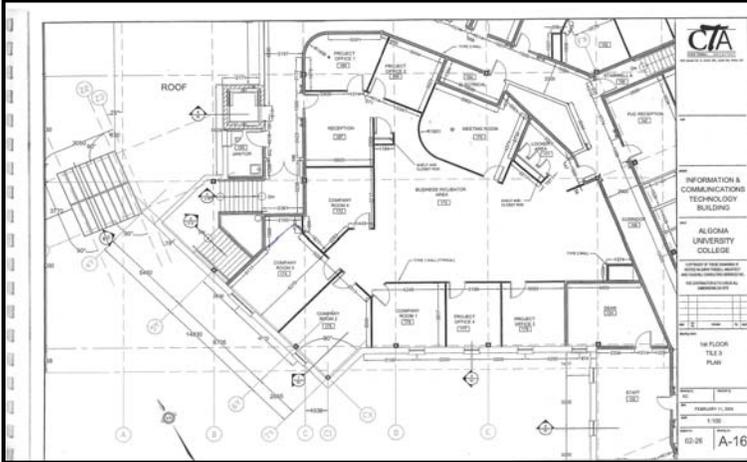


Photo credit: Michael Purvis, The Sault Star

The launch of the Sault Ste. Marie Innovation Centre's new home in the Biosciences and Technology Convergence Centre (BTCC) is one of many successes experienced over the course of the past year.

1. Launch of the SSMIC.com's new website:

The new site features improved navigation and news feed on the homepage. Visit www.ssmic.com and navigate the new features.

2. SSMIC joined the Ontario Network of Excellence (ONE)

After joining the ONE, SSMIC held a presentation with Glenn Murray, former Minister of Research and Innovation. At this time, SSMIC featured a trade show of innovation organizations in the community.

3. IRAP Workshops

Covering topics including social media - the word of mouth revolution, funding and intellectual property, with speakers including Sean Wise, online host of the Dragon's Den, Jon Dogterom from MaRS and David Brevik of Gazillion Entertainment

4. Smart Innovation Awards

Last June, SSMIC filled the Grand Theatre and presented awards to leaders in the science and technology community of Sault Ste. Marie.

5. TAG Luncheons

One of the most popular TAG Luncheons featured a presentation by Marc Dube on the future of St. Mary's paper and its alternative energy strategy.

6. Protolaunch 2011

Ben Mattes and Matt West from Ubisoft wrapped up the ProtoLaunch finale before the competition was completed in August, 2011 which drew hundreds of high-school aged students.

The ProtoLaunch series continued with high-profile speakers including David Brevik, co-creator of the hit game Diablo and Nolan Bushnell, founder of Atari.

7. Advanced Research Technology and Innovation Expo (ARTIE) 2011

Over 700 students from both elementary and high school attended two days of ARTIE during National

Science and Technology week to gain hands-on knowledge from local exhibitors.

8. Vulnerable Persons Registry (VPR)

The VPR experienced national coverage after launching as a pilot project in October, 2011. The VPR assists those at high-risk during emergencies.

9. Rural Agri-Innovation Network (RAIN) Symposium

Over 70 participants from around Ontario visited the Algoma University campus to discuss the needs of agricultural organizations, producers and farmers across northern Ontario.

10. Biosciences and Technology Convergence Centre Building Launch

On December 1st, over 100 guests and members of the public toured SSMIC's new space, marking the official launch of SSMIC's new home in the BTCC.

11. Festival of the Trees

Every year, SSMIC helps raise funds for the Lung Association by decorating a tree entitled "IT lights up the community." Thank you to our generous sponsors.

12. Bi-Partisan Advisory Council (BPAC) with Environment Canada

Environment Canada was in attendance for the November BPAC meeting at Algoma University. Attendees were able to learn more about the health of the river and the sediment at the bottom.

13. Algoma Games for Health (AGFH) launches eVOXative

In San Diego, AGFH launched an online speech therapy portal called eVOXative. The portal is live online and increases in the number of registered users daily.

14. New incubator clients

In 2011, SSMIC welcomed Northern Lights, SeviceProbe, Superior Energy Solutions and Terrafact.

15. Soo Sustainable:

Soo Sustainable, a week long series, brought international organizations and local business to Sault Ste. Marie for free public events focusing on renewable energy and building a sustainable community.

16. Pod Challenge:

Politicians, business leaders, community members and students gathered for the Pod Challenge, strategizing on the future a green Sault Ste. Marie.

17. New additions to SSMIC staff:

In 2011, SSMIC hired five new staff members.

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Contact us: info@ssmic.com

Online registration now open for *Too Late to Panic*

On January 24th, join the discussion on *Too Late to Panic: Protecting Canada's Water and Energy Supplies* with Maude Barlow.

Barlow, whose focus on water brought her to the United Nations as Former Senior Advisor on Water to the President of the United Nations General Assembly, is set to speak in Sault Ste. Marie for a workshop event that is open to the public.

Maude is the National Chairperson of the Council of Canadians, chairs the board of Washington-based Food and Water Watch and is the recipient of 11 honorary doctorates.

In 2008, Maude received the Citation of Lifetime Achievement through the Canadian Environment Awards, the 2009 Earth

Canada Outstanding Environmental Achievement Award, the 2009 Planet in Focus Eco Hero Award, and the 2011 EarthCare Award, the highest international honour of the Sierra Club (U.S.).



Above: Maude Barlow speaking to students at the University of Guelph

While serving as a Senior Advisor on Water

to the President of the United Nations General Assembly, Maude was a leader in the campaign to have water recognized as a human right by the UN.

Maude's published works include the international bestsellers *Blue Covenant: The Global Water Crisis* and *The Coming Battle for the Right to Water*.

For more information, please contact Diana Medaglia, Marketing and Communications Manager at 942.7927 x.3138 or dmedaglia@ssmic.com.

Online registration is now open. Please visit maudebarlow.eventbrite.com.

Superior Energy Solutions expands and becomes virtual client

A new tenant of the Sault Ste. Marie Innovation Centre is currently conducting research and development on a competitive solar technology.

Superior Energy Solutions (SES) is now a virtual client of the organization's business incubator. As an established leader of renewable energy in the community, SES is slated to pursue research and development on a new proprietary technology used to improve the efficiency of solar installations.

SES offers turn-key solar solutions that include engineering, procurement and project management work, along with the installation of solar energy systems for residential, commercial and industrial use.

Within Sault Ste. Marie and the Algoma District, SES has installed solar energy systems on over seventy-five homes.

Since its inception, SES has led projects on the George Leach Centre, PUC water treatment centre and residential areas, exceeding 600 kilowatts (kW) in solar renewable energy generating systems across the community. In addition, SES has worked with the Municipalities of Wawa and Blind River to install over 400 kW of solar systems. Work on a single large-scale project in Blind River is expected to reduce 3204 tons of greenhouse gases over a twenty-five year period.

"Tom Vair and staff are a tremendous asset to the entire business community and con-



The Superior Energy Solutions construction crew installing a solar array on the PUC Services Inc. Pump House located on Second Line West

tribute to the economic development of the region" says Ted Curry, President and CEO, Superior Energy Solutions. "Superior Energy Solutions has benefited greatly from the support and professional expertise available through the Sault Ste. Marie Innovation Centre. The Innovation Centre not only attracts start up business to the area, like Superior Energy Solutions, but also helps increase the possibility for success...we were able to establish a local presence with limited start-up capital and have used that platform to grow.

We now have 59 people on payroll with offices in Sault Ste. Marie and Blind River.

We continue to take advantage of the support provided at the Innovation Centre with an office focused on Research and development of new technology."

"Superior Energy Solutions has experienced significant growth and we congratulate them on the ongoing success of their business," says Tom Vair, executive director, SSMIC. "It is great to have them return to the incubator as virtual clients as Ted Curry and his team develop and implement their own competitive product in the field of solar energy. We look forward to supporting them and are confident they'll make great strides with this new aspect of their business."

SES provides consulting work in Northern and North-western Ontario. For more information, please contact Mathew Lajoie at 575.7379 or Mathew@superiorenergysolutions.net. Visit SES online at www.superiorenergysolutions.net. For more information on the business incubator, please contact Mike Pratt, Business Development Manager at 942.7927 x3129 or mpratt@ssmic.com.

Profit's Ian Portsmouth heads to the Sault this February

On February 22nd, entrepreneurs and growing businesses in Sault Ste. Marie will have the opportunity to hear from Ian Portsmouth, editor of *Profit* magazine, for a workshop on techniques for high-growth businesses.

As the editor of *Profit* magazine, Ian Portsmouth has studied and chronicled the experiences of Canada's leading entrepreneurs and fastest growing companies. His presentation draws on his research, and provides hands-on strategies.



Above: Ian Portsmouth, editor of *Profit* magazine

Using real-life examples and anecdotes, Ian provides practical ideas for improving business products, processes and profits.

He tailors his message to not only resonate with business owners, but includes those who are responsible for the bottom line.

Ian's presentation is part of the Sault Ste. Marie Innovation Centre's Industrial Research Assistance Program (IRAP) workshop series. Online registration for this event will open in early February.

For questions, please contact Diana Medaglia at 942.7927 x. 3138 or dmedaglia@ssmic.com.

Mars rover finds mineral vein left by flowing water

CBC News: Mars Rover Opportunity has found a mineral vein that appears to have been left on the Red Planet by flowing water.

While this type of mineral, known as gypsum, has been found previously on Mars, those finds were in the form of sand blown from an unknown source. This is the first time a vein of the mineral has been found in the same location where it was believed to have been formed.

"This tells a slam-dunk story that water flowed through underground fractures in the rock," Steve Squyres, principal investigator for Opportunity and a Cornell University astronomer, said in a statement. "This stuff is a fairly pure chemical deposit that formed in place right where we see it."

Squyres and his colleagues announced the findings Wednesday at an American Geophysical Union conference in San Francisco.

Opportunity found the mineral vein, which is about as wide as a human thumb and nearly half a metre long, on an apron surrounding the rim of the Mars Endeavour Crater.

In November, the rover examined it using a panoramic camera and its alpha particle X-ray spectrometer, built by a German team that included Ralf Gellert, now a physics professor at the Univer-

sity of Guelph in Ontario. The spectrometer detects the type and amounts of elements present in a rock sample.



Opportunity's panoramic camera took this picture of the mineral vein, which is about the width of a human thumb, on Nov. 7. (NASA/JPL-Caltech/Cornell/ASU)

Gellert and Richmond, B.C.-based MacDonald, Dettwiler and Associates Ltd. have built a more advanced version for Curiosity, the newest Mars rover, which began its journey to Mars on Nov. 26.

The spectrometer found that the mineral vein was relatively pure calcium sulphate. Data from the camera suggested that the mineral was in the form of gypsum, containing lots of water within its crystals. On Earth, gypsum is used to make drywall and plaster of Paris.

The mineral composition of the vein suggests it likely formed from water dissolving calcium out of volcanic rocks and sulphur from other volcanic rocks or the volcanic gas. Scientists think it originally formed in an underground fracture that has since become exposed to the surface.

Ray Arvidson, deputy principal investigator for the mission and a planetary sciences professor at Washington University in St. Louis, Mo., said scientists want to understand why the vein formed on the apron of the crater, but not on the Meridiani plain that Opportunity crossed on its way to the crater.

The new finding adds to other evidence gathered during Opportunity's travels across Mars that suggest it was a wet environment billions of years ago.

Opportunity and its rover twin, Spirit, arrived on Mars in January 2004. Their missions were officially supposed to last three months, but Spirit continued communicating until 2010 and Opportunity continues exploring and sending data back to Earth.

Curiosity is set to arrive on Mars in August.

UPCOMING EVENTS:

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

www.ssmic.com

January

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	31				

MaRS Discovery District's Infographic: A portrait of the new

These infographics come courtesy of research and creative agency [Latitude](#). According to Latitude: "The study sought to uncover how the profile of the stereotypical gamer has changed, various motivations for gaming, and the evolving role of games in moving traditionally online experiences into the "offline" world—suggesting new opportunities for game and technology developers, educators, and social innovators."

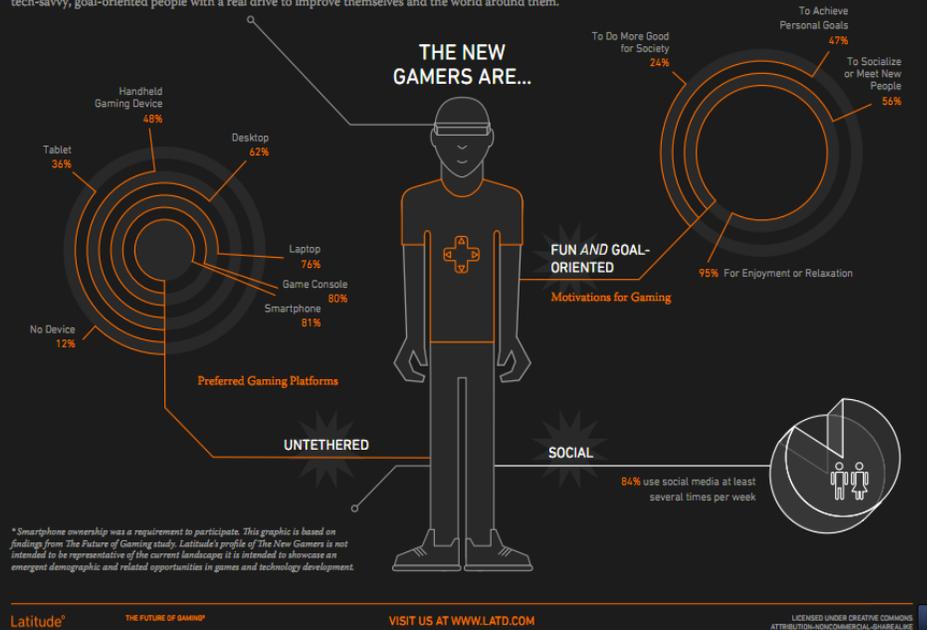
January 24th
A workshop with **Maude Barlow** on
Too Late to Panic: Protecting Canada's Water and Energy Supplies

February 22nd
A workshop with **Ian Portsmouth**

For more information
on any event listed here
or to RSVP contact
**Diana Medaglia, Marketing and
Communications Manager, at 942-
7927 x 3138 or
dmedaglia@ssmic.com**

WHO ARE THE NEW GAMERS?

The stereotype of the reclusive gamer is outdated. These days, games are everywhere, and gamers are social, tech-savvy, goal-oriented people with a real drive to improve themselves and the world around them.



For more information visit: <http://www.marsdd.com/2011/09/10/infographic-a-portrait-of-the-new-gamers>

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