



SSMIC is now accepting nominations for the SSMARt Innovation Award 12

Do you know someone who deserves to be recognized for their exceptional work? Join the Sault Ste. Marie Innovation Centre (SSMIC) as we highlight the accomplishments of the best and brightest in science and technology sectors during the annual SSMARt (Sault Ste. Marie and Algoma Region) Innovation Awards.

The Sault Ste. Marie Innovation Centre and its sponsors are pleased to present this annual event honouring regional companies and influential individuals for their innovative use of science and technology. Local individuals and companies will be recognized for their contributions to the science, research and technology sectors of the Algoma district.

The annual awards gala will be held on the evening of July 10th, 2012 in Sault Ste. Marie. Members of the community are invited to attend this dinner event and join SSMIC in recognizing the tremendous local talent in these emerging sectors. For ticket information, please visit www.ssmic.com or contact Diana Medaglia at 705.942.7927 x. 3138.

New this year is the Innovation Web and Social Media award, recognizing individuals or organizations that have created unique and effective web or social media campaigns for ongoing promotion.

“There are a number of innovative companies, individuals and educators in our region,” said Tom Vair, executive director, SSMIC. “It is great to take a moment and recognize these people for all their hard work and raise awareness of the advanced work taking place right here in our area.”

SSMIC is now accepting nominations in the following eight award categories:

Innovation Web and Social Media (new this year): Acknowledges the individuals/organizations within the Algoma District responsible for developing effective use of web and/or social media for campaigns and/or ongoing promotion. This award category is open to both organizations and web design/media companies.

Innovation Company of the Year: Acknowledges a company’s leadership through the innovation of its science and/or technology products, services or research, the sustained growth of its assets and its dedication to community involvement.

Innovation Leader of the Year: Acknowledges an IT and/or science leader/manager/executive whose leadership and/or creative use of science and/or technology has helped to advance their organization, to improve client/customer services and have a positive impact on the IT/science community.

Innovation Student/Graduate of the Year: Acknowledges an individual who has made a substantial contribution to the science and/or technology sector through his/her university/college work.

Innovation Youth of the Year: Acknowledges an individual up to grade 12, who has made a substantial contribution to the science/technology sector through education, volunteering or sheer passion for the industry.

Innovation Project of the Year: Acknowledges an organization whose IT/science project demonstrates leadership and/or creative use of science/technology.

Innovation Researcher of the Year: Acknowledges a researcher who has made a substantial contribution to the science/technology sector.

Innovation Educator of the Year: Acknowledges a teacher or professor who has made a substantial contribution to the science/technology sector through education, volunteering or sheer passion for the industry.

Applications are welcome from companies who reside and/or have operations in the Algoma District. Self-nominations are encouraged. The deadline for entries June 14th, 2012. Details and nominations forms are available by emailing awards@ssmic.com or visiting www.ssmic.com.

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Contact us: info@ssmic.com

'Made in Canada' Gaming: Talent Lives Here

OLG recently announced a partnership with the Canadian Bank Note Company (CBN) to create twenty-five software development jobs for OLG's gaming and charitable ebingo, and set up shop in our community.

Employment opportunities for IT professionals are consistently on the rise but the city's insatiable interest in gaming has sparked the development of a cluster in Sault Ste. Marie – and OLG's recent announcement is the perfect example.

Saultites aren't just interested in gaming technology; talent lives here.

Here in our community, SSMIC has worked with Algoma U to examine the gaming sector and identify niche opportunities. Games for health was targeted and, today, six full time staff and two interns are employed at Algoma Games for

Health – an advanced gaming studio working on eVoxative, a speech therapy portal featuring beneficial games, and Learning2Mine, a game designed to educate First Nations youth about opportunities in Northern Ontario's mining sector.

Last April's ProtoLaunch session filled up before promotion for the event due to the big-name gaming experts leading the session: David Sears and Philippe Therien from Ubisoft; Mike Marquis from Digital Extremes; and Fred St. Amour of Behaviour Interactive.

The Canadian video game industry is responsible for creating some of the most recognizable game franchises in the world. With 348 video game companies operating nationally, employing 15,718 people, the industry is headed toward a \$1.7 billion economic contribution to Canada, surpassed only by Japan

and the United States.

Ontario is home to the greatest number of micro and small gaming companies and is experiencing rapid growth rates. In 2011, the province employed 2,600 people in 96 gaming companies.

The average annual salary of employees at a Canadian video game company is \$62,000 – compared to the \$29,000 average annual salary of workers in the broader economy. As students of ProtoLaunch know, computer programmers aren't the only ones contributing to the creative process. Creating video games requires artists, musicians, writers and producers in fields including architecture, medicine and trades.

And the best part: students can expect 77% of Canadian gaming companies to hire new grads come 2013. In the next two years, the industry is expected to see a 17% growth overall.

Green Expo 2012 Features Science North Exhibit During Free Two-Day Event

Cottagers, landowners and residents are invited to attend the 2012 Green Expo and learn about environmental projects, products and services happening within the district.

The 4th annual event is free and runs from July 6th (3 PM to 6 PM) and 7th (9 AM to 2 PM) at the Johnson Township Community Centre in Desbarats, Ontario.

Hosted by the East Algoma Stewardship Council, in partnership with the Township of Johnson, The Kensington Conservancy, the Sault Ste. Marie Innovation Centre



(SSMIC), the Central Algoma Freshwater Coalition (CAFC), Clean North, Cameco and Walmart the Green Expo presents a lineup of new exhibits, including the Science North Caravan.

The Central Algoma Freshwater Coalition (CAFC) will host a fundraising dinner on July 6th at 6:00 PM. Tickets are available at the SSMIC office or by emailing dmedaglia@ssmic.com.

For more information on The Green Expo 2012, please visit facebook.com/eastalgomastewardship or contact eastalgoma@gmail.com.

Forbes.com: Decade of the Cloud? Tech Leaders Say it's Working Out That Way

By Joe McKendrick

Imagine sitting in a room full of technology company leaders in the year 2020, reflecting on



Photo By: Joe McKendrick

the decade that just passed. What would they be saying about the progression of business technology in the 2010s? That's the scenario the Software & Information Industry Association put forth to some of its members, which then distilled their responses into a new report.

There are several common threads running through the SIIA report, packed full with the views of 49 technology CEOs and VPs. All agree that cloud computing — converged with mobile and big data analytics — is the single biggest game-changer in this decade, both for technology providers and consumers.

Will the 2010s be remembered as the "Decade of the Cloud"? The decade is actually still young, so who knows? It was too early to predict in 1992 that the 1990s would become the decade of the Internet, or in 2002 that the 2000s would be the decade of social media. But the signs were all around of something big in the making during those times. And we see a new type of economy coming out of the economic hurricane that hit full-force in 2008-09.

"Looking back on this decade which started deep in a global recession, the importance of understanding the true financial picture of an operation became critical," says John Herr, CEO of Adaptive Planning. "Companies of all sizes needed the ability to conduct more what-if analysis, get real-time analytics, and operate with greater agility than they had in growth times. With these economic conditions in mind, two important technological advancements, cloud computing and mobile, have gained leadership as the platform for managing a company.... These two powerful platforms are disrupting the tech-

nology landscape and will prove to be the single most impactful advancement over the next eight years."

Other tech leaders see the convergence of information with cloud as the driving force that will define the 2010s. "I can remember hearing of the information economy as a kid and yet I think this will be the first decade where that phrase means something to everyone," René Lacerte, CEO and founder at Bill.com. "At the core of the information revolution is the cloud. At the core of the cloud is shared data and it changes everything. It creates transparency across and between users and developers. Extending the shared data concept to the business world will allow businesses to grow faster. It improves collaboration with their employees, their accountants, their customers and their suppliers, all in real time and accessible from anywhere. By 2020, businesses and the world at large will be connected and doing things we never imagined."

Mike Binko, president and CEO of Kloud-track, agrees, and sees cloud fueling a decade-long entrepreneurial boom. "In 2020, the generation growing up with social media, rampant texting and cloud computing will be the entrepreneurs and business leaders driving technology's next great innovations.... If you are looking at the 10-year period between 2010 and 2020 and ask entrepreneurs, consumers, CxOs, investors as well as other business leaders across all major industry sectors, the answer will more likely be 'the quick and pervasive advent of cloud computing'... From infrastructure, to mobility, to virtualization, to on-demand applications the true value of cloud is making its presence known throughout the entire IT ecosystem."

Chris Cabrera, CEO of Xactly, also sees a transformative effect that is shaping the decade ahead. "When we look back on the '10s, it will be clear that the full embrace of cloud-based services has not only changed our businesses but our lives," he

says. "True cloud computing makes many mobile software innovations possible, changes what we expect from our business and personal tools, re-orders the way products are developed and alters the core of customer relationships.... Cloud platforms help make innovations stick by allowing entrepreneurs to stretch early investment dollars. Rather than wasting cash on expensive hardware, they can focus on developing better products with successful go-to market strategies."

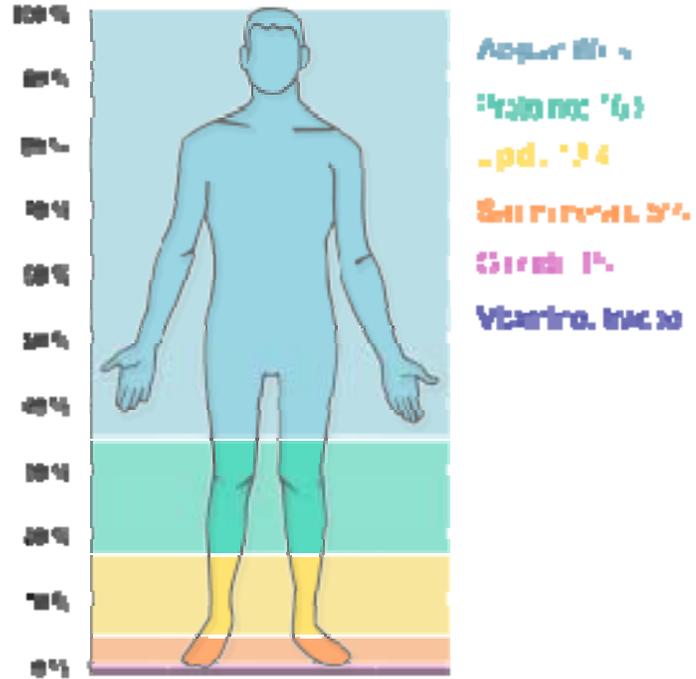
Jim Sheward, CEO of Fiberlink, adds that the transition to cloud will be like nothing the industry has seen before. "The shift to the cloud will have an even more profound impact on the industry than the shift from mainframe to client-server," he relates. "We saw what happened to some megavendors during that transition. And as more clients move from PCs to mobile devices, an even larger set of opportunities will emerge for new companies to solve new challenges. Today, any mega-vendor who is not committed to a cloud strategy will probably not be a mega-vendor for much longer.... Companies now have a choice between server-based or cloud services for managing just about everything. The cloud will be the only long term, sustainable way to deliver IT."

Some executives see a gradual move to the full-bore cloud model, via the hybrid route. For example, Rick Nucci, general manager with Dell Boomi, sees a decade-long transitional phase with the hybrid cloud, which blends private and public cloud computing. Small companies, unencumbered by large systems investments, will make the complete shift to cloud fairly rapidly. Mid-market companies will move to the cloud in phases. Larger companies, on the other hand, "tend to take their on-premise applications, move them to a private cloud infrastructure, and de-commission some of the old infrastructure as a phase one.... The transition may take several years, but the hybrid cloud as transitional for moving to the cloud, as the full transition to the cloud, will yield the greatest ongoing value to the business."

JUNE

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Forbes: 5 Warning Signs You May Have Entrepreneurialism



Entrepreneurs Disease is a poorly understood and life-altering condition that afflicts millions of Americans each year. The symptoms are often hard to detect and if left unaddressed can lead to years of misery inside large corporations. Consult your doctor if you experience any of the following five telltale signs: **ownership, circumspection, tweaking, positivity, overwork**. Source: Forbes.com

June 28th

TAG Luncheon

12PM—1:30PM

July 10th

6:30 PM—9:30 PM

SSMART Innovation Awards are approaching. Consider nominating yourself or a peer!

Contact us for tickets!

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

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