



Local Talent Showcased at SSMARt Innovation Awards

On July 10th, the Sault Ste. Marie Innovation Centre (SSMIC) honoured the outstanding achievements in local science and technology at the seventh annual SSMARt (Sault Ste. Marie and Algoma Region) Innovation Awards held at the Grand Gardens ballroom.

“The talent continues to impress us each year,” said Tom Vair, executive director of the Sault Ste. Marie Innovation Centre. “The nominees were outstanding and the judges had tough decisions.”

The eight award winners were:

Innovation Company of the Year: Catalyst Fitness Inc.

is a local fitness business focused on delivering results through scientific research. The Ignite program is the company’s system of delivering cognitive training through the incorporation of exercise. Schools, insurance companies, clients with autism, and the parents of gifted children use Ignite to accelerate learning, rehabilitation and behavioural adaptation. Catalyst has published a book and have licensed Affiliates throughout Canada and the northeastern United States, with new Affiliates launching in South Africa, Australia and around the world.

Catalyst has connected the 'dots' between the fields of neuroplasticity; education; psychology; physiotherapy; occupational therapy; speech language pathology; optometry; audiology; and fitness to provide the best opportunities for cognitive improvement.

Catalyst has seen significant growth over

the past two years.

Innovation Project of the Year: Sault Area Hospital

Jim Adams and Bob Filipowicz of the Sault Area Hospital IT department, in collabora-

tion through leadership, community organization and outreach and his work internationally.

As Research Director for the Invasive Species Research Institute (ISRI), he coordinates nearly 20 workers and volunteers.

He actively worked to grow ISRI, to establish the North American Invasive Species Network and to host an international conference on terrestrial Invasive Species. As an Associate Professor and Research Chair in Terrestrial Invasive Species at Algoma University, he has published ten research papers in internationally recognized peer-reviewed journals in 2011-2012, was awarded an increase to his five-year Federal research grant. His research web page has received 3841 visits from individuals in 97 different countries.



tion with Judith Edwards from the Sault Area Hospital Infection Prevention & Control department, designed and built a web-based application to be used when doing hand hygiene audits. Previously in paper form, the form was used to collect the data, which then had to be entered into the database and spreadsheet. The development of this new web-based app, when used with a suitable device such as a tablet or notebook, eliminates the need to copy the data from paper worksheet onto the computer, which, in its early stages, provides a cost-effective and efficient means of conducting hand hygiene audits.

Innovation Researcher of the Year: Dr. Pedro Antunes (Algoma University)

Dr. Antunes is an internationally recognized researcher of invasive species. His approach to research is innovative

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Contact us: info@ssmic.com

ProtoLaunch Finale: A display of local talent

The ProtoLaunch Summer Competition Finale, hosted by the Sault Ste. Marie Innovation Centre, wraps up the work of 24 talented local students in an awards recognition and video game presentation.

Participating students compete in 6 teams of 4 people with the goal of conceptualizing, designing and building an original, fully-functioning video game demo by the end of the five-week long competition.

On Saturday, August 4th at the Great West Life Amphitheatre on the Algoma University campus, teams will make final presentations on their video games to parents, partnering organizations and the general public. Doors open at 12:30 p.m. and presentations start at 1:00 p.m.

"The Protolaunch final presentation event is such an exciting and inspiring event," said Tom Vair, executive director, SSMIC. "Each year we have been amazed at what the students are able to achieve and pleased with the enthusiasm they show for building careers in the video game industry."

Following this year's presentations, winners of the ProtoLaunch competition will be announced and all ProtoLaunch participants

will receive formal recognition.

- All participants will receive a certificate of recognition.
- \$13,000 in college or university scholar-

ships will be awarded to those students recognized for outstanding accomplishments. A winning team will be selected to win all-expenses paid trip to Montreal to tour two major game studios, including Ubisoft, the largest video game studio in the world

year, local high school students participate in monthly workshops, led by industry experts, on creating video games. This year, speakers from Ubisoft, Digital Extremes, Gazillion Entertainment, Warner Bros. Entertainment and Behaviour Interactive visited Sault Ste. Marie to work with local students. The 2010 to 2011 year saw speakers from Ubisoft, Electronic Arts, Bedlam Games, Enemy Airship and Rockstar Games.



Ben Mates with ProtoLaunch 2011 participants.

At the end of each school year, students have the opportunity to earn a place in the 5-week ProtoLaunch competition where they work in teams to create video games using the skills they learned throughout the year. Participants in the summer competition are paid for their time as a summer job and all participants are expected to adhere to a stand-

ard work week.

Many participants of this year's ProtoLaunch competition have participated in the program since its inception.

The event is open to members of the community. Free parking is available. For more information, contact Diana Medaglia, Marketing and Communications Manager at dmedaglia@ssmic.com.

What U of T is offering the world

The University of Toronto
July 2012

Starting this fall, the Department of Computer Science at the University of Toronto (U of T) will be offering three free courses online via the education technology company Coursera.

[Coursera](#), a platform for offering Massive Open Online Courses (MOOCs), was started earlier this year, and in only six months has enabled 650,000 students from 190 countries to gain access to 43 different university courses. The University of Toronto is the first Canadian university to join the international initiative.

The computer science department in U of T's Faculty of Arts & Science will offer three courses, while U of T's Factor-Inwentash Faculty of Social Work and Ontario Institute for Studies in Education will offer a course each. "The landscape of online education is an exciting new frontier, and we're thrilled to be taking a leadership role in exploring it," said Sven Dickinson, chair of the Department of Computer Science.

"Our faculty are looking forward to both reaching out to people around the globe with the open courses, and using the online materials developed to enhance

the learning experience for our own students."

Computer science will offer two introductory programming MOOCs as well as a more advanced machine learning course:

- [Learn to Program I: The Fundamentals](#)
- [Learn to Program II: Crafting Quality Code](#)
- [Neural Networks for Machine Learning](#)

For more information on U of T and other universities offering free online coursework, visit http://web.cs.toronto.edu/news/current/coursera_UofT.htm

SSMART Innovation Awards *Cont'd*

Innovation Educator of the Year: Dr. Brandon Schamp (Algoma University)

Dr. Schamp has creatively instructed biology students in innovative ways through a series of YouTube videos on how to calculate different measures of biodiversity. The video series was viewed by more than 23,000 people worldwide.

Dr. Schamp received a grant from the Teaching and Academic Standards committee for the Biology department to visit the Michigan Biological Station with the intent of developing an innovative intensive learning field course. He consistently participates as a judge in the annual science fair, which is another example of his enthusiasm as an educator, going above and beyond the requirements of his position.

Innovation in Web and Social Media Award: Sault College

Sault College has creatively used digital and electronic means through web, Twitter, Facebook and YouTube to appeal to students by interacting with them in their own language and on a personal level. This level of ongoing promotion has helped to increase enrollment and drive student to a school that feels welcoming, engaging and less like a corporation.

Their web presence works to increase enrollment; their @SaultCollege account on Twitter has grown to over 700 users and the Sault College Facebook page reaches well over 1,000 potential students since it was created in 2010.

Innovation Student/Graduate of the Year: Ben Oliver and Michael Kendall

This year, our judges selected two winners in the category of Innovation Student/Graduate of the Year.

Ben Oliver is a recent graduate of McMaster University in Engineering. He was involved with the Mechanical Contractors Association of Hamilton Student

Chapter, taking over as President for the 2011-2012 school year. While in this position, this young man introduced fellow engineering students to the contracting industry and helped organize a Grade 8 youth outreach program for two years to encourage younger students to begin thinking about career choices after high school.

As his final year thesis project supervised by a professor at McMaster University, he worked on a project focused on harnessing waste heat to generate both pure electrici-



Tom Vair, Chris Wray with Bob Filipowicz, Judith Edwards from the Sault Area Hospital.

ty and preheat incoming air to a heating, ventilation and air-conditioning (HVAC) system. The heat recovery system was being designed for a commercial business with the eventual goal of releasing the product for manufacturing and distribution.

In January of 2010, Ben won the ASHRAE, American Society of Heating, Refrigeration and Air-Conditioning Engineers Reuben Trane Scholarship worth \$10,000. He was the first Canadian to ever win ASHRAE's highest scholarship award. He went on to found the first ASHRAE student chapter at McMaster University.

The next recipient of the Innovation Student/Graduate of the Year award is Michael Kendall, a biology student at Algoma University with an impressive overall undergraduate average of 96.5%.

This student was awarded a Federal Stu-

dent Research Award in 2011. He used funding from this award to conduct research in Dr. Brandon Schamp's Algoma University lab. His project sought to understand how natural systems can simultaneously be both highly competitive and extremely diverse, containing many species with different characteristics. This is a complex question that would require decades of field research. The candidate took an innovative approach to this problem that involved designing and implementing a plant community simulation model. With this model, he was able to test whether, across hundreds of generations, different kinds of competitive relationships among species, and common disturbances can contribute to making natural systems more diverse. This project required him to read more than 100 research papers, learn to code within the Matlab environment, and conduct complex statistical analyses. The student's approach is novel, complex, and powerful – and what his professor calls “research that would be impressive at the *graduate* level.”

He is the recipient of the Governor General's Academic Medal, Seme II Memorial Scholarship Award, Algoma University IV Essay Award, McGrath Entrance Award, Hogg Scholarship Award, and Natural Sciences and Engineering Research Council of Canada Undergraduate Student Research Award. Michael's research will contribute to a publication in a peer reviewed science journal.

Innovation Youth of the Year: Andrew Ault (Korah Collegiate).

A young entrepreneur, Andrew started his own company and works with the Energy Boss unit, a patent pending technology that actively monitors and improves the power usage in one's home.

His portfolio of work includes website and marketing projects for a variety of companies around Sault Ste. Marie. He has also volunteered his time at Knights of Alloy and Casata Technologies.

Fuzed Notions' Open House this September

FUZED NOTIONS

NEWS RELEASE

FUZEDNOTIONS ~ AWARD-WINNING MARKETING FIRM ~ MOVES TO LARGER SPACE TO BETTER ACCOMODATE GROWING TEAM AND CLIENTELE LIST!

Award-winning marketing and web design studio – Fuzednotions Creative Studio Inc. – has expanded and relocated to a Queen Street address in Sault Ste Marie.

Being more centrally located will mean easier access to a growing number of clients. More importantly the space provides a more functional and comfortable environment for the company's growing team and expanding clientele list.

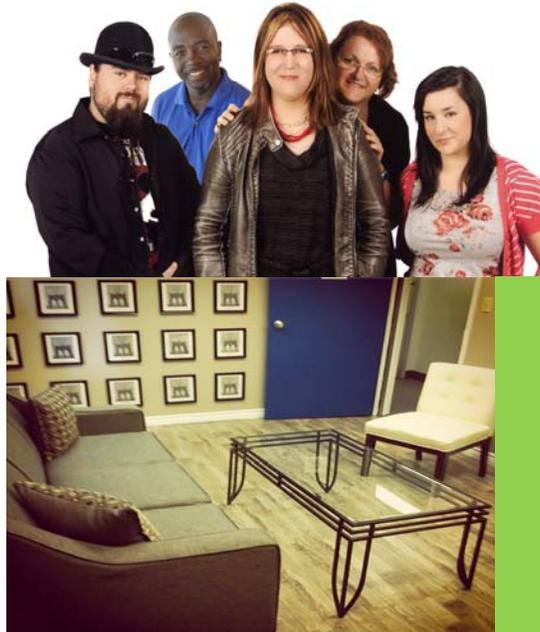
Fuzednotions Creative Studio is a marketing firm specializing in the design of websites, corporate identity, marketing material and publications. Jessica Wendling-Mooney founded the firm 6 years ago in June 2006.

Jessica and her team are comprised of graduates from Sault College of Applied Arts & Technology.

Sault College has acknowledged Jessica's entrepreneurship and Fuzednotions' talent. In 2011, in her fifth year of business, Jessica was nominated by the College for the Premiers Award for Ontario College Graduates. Presented annually to six recipients, the Premier's Awards celebrate the outstanding contributions college graduates make to Ontario and throughout the world. Nominations are submitted from each of the 24 Ontario colleges in six

categories: Business, Creative Arts and Design, Community Services, Health Sciences, Technology and Recent Graduate.

In their nomination package Sault College wrote of Jessica, "Owner and creator of Fuzednotions, a highly successful creative design powerhouse that has doubled in



profits with 100% growth over the past year, Jessica aims to grow her business to nearly double of what it is now by hiring additional College graduates to join her growing team. With a vast portfolio including large multinational clients, Jessica's organization is a vibrant economic-driver, strengthening the economy of the north."

In October 2011, the Sault Ste Marie Chamber of Commerce also recognized Fuzednotions's talent and skill awarding the firm with the Entrepreneur / Business of the Year Award. The award recognized the marketing firm for successfully demonstrating a progressive attitude toward employee relations, a positive public image, a

reputation for excellence in customer service and their contribution to the community.

Today, Fuzednotions maintains the philosophy of "paying it forward". They have taken on numerous co-op students from Sault College and local high schools, mentoring these young up and coming designers and programmers and providing for some, that critical first real life work experience.

The Fuzednotions team consists of:

- Jessica Wendling-Mooney – Owner, Client Relations, Designer
- Sue Brady – Office Manager
- Justin Dzama – Graphic and Web Developer
- Cassie Amond – Graphic Designer
- Dave Mornix – Sales & Client Relations

The new office space on Queen Street allows a location for clients to meet with designers to consult, and/or brainstorm as needed at the beginning of a project and/or to review and edit a project which is under way or close to completion.

Fuzednotions' new address is:

The McCarda Building
369 Queen Street East, Unit 203
Sault Ste. Marie

Phone: 705.949.3198

Website: fuzednotions.com

An Open House is planned for September 7, 2012. Fuzednotions is open for business, ready to take on new clients and continue to work with current clients.

UPCOMING EVENTS:

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

www.ssmic.com

August

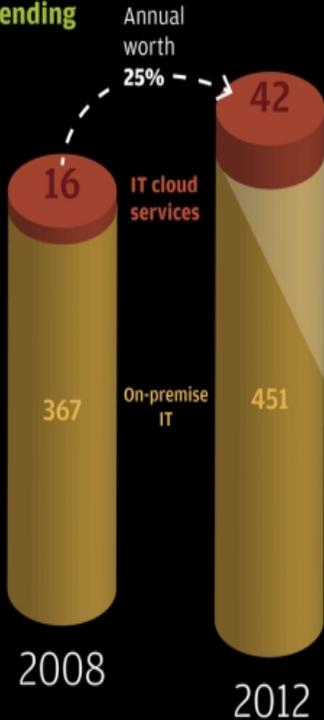
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The Future of Cloud Computing

Cloud Computing

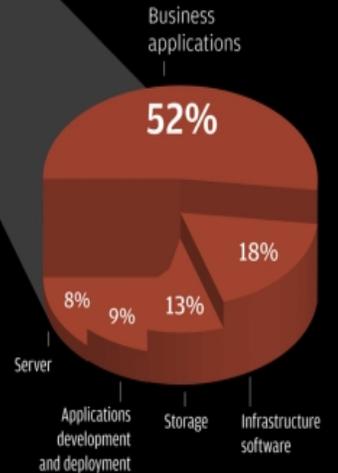
Worldwide IT spending
 (£ billions)

Cloud computing spending will account for 25 percent of annual IT expenditure growth by 2012 and nearly a third of the growth the following year.



Adopting the cloud

Market research firm IDC predicts cloud computing revenue will not only increase during the next few years, but the way organizations use the technology will change.



August 4th
ProtoLaunch Finale Competition
 1 PM, GWLA at Algoma University

August 8th
 Gangplank Sault Brownbag Lunch – “Online Tools”
 12:00 PM-1:00 PM
 RSVP at www.meetup.com/GPSault

August 15th
 Gangplank Sault Brownbag Lunch – “Time – Balance”
 12:00 PM-1:00 PM
 RSVP at www.meetup.com/GPSault

August 28th
Business Alliance Information Session with Alain Thivierge
 8:00 AM-10:00 AM

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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