



Governor General helps dedicate Biosciences Building

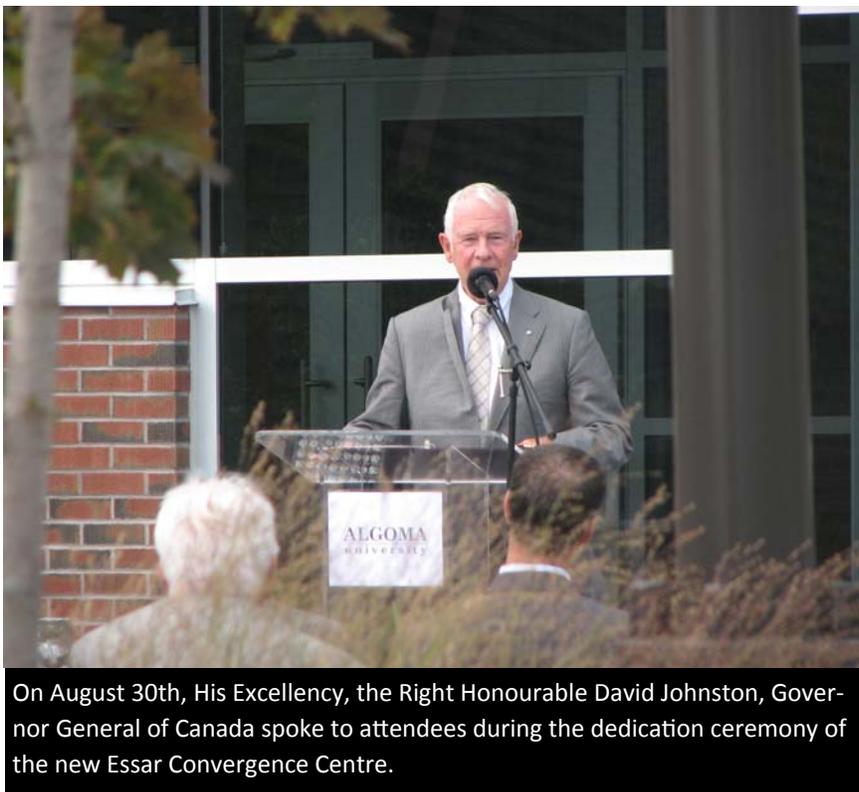
On August 30th, His Excellency the Right Honourable David Johnston, Governor General of Canada, participated in a special dedication ceremony announcing a new name for the Biosciences and Technology Convergence Centre, Algoma University's newest building.

Thanks to a \$1 million dollar contribution from the local steelmaker, the Biosciences and Technology Convergence Centre is now the Essar Convergence Centre.

Over one hundred and fifty attendees gathered outside the building to hear the dedication from the Governor General and Algoma University President Richard Myers.

The Governor General visited Sault Ste. Marie as part of the city's 100th anniversary celebration, Celebrate 100!

"What a pleasure it is to be here for the dedication of this wonderful building," said His Excellency, the Right Honourable David Johnston, Governor General of Canada.



On August 30th, His Excellency, the Right Honourable David Johnston, Governor General of Canada spoke to attendees during the dedication ceremony of the new Essar Convergence Centre.

lighted to see this kind of convergence taking place at Algoma University."

During his speech, the Governor General, an advocate and enthusiast of innovation, highlighted three ways in which teams can work together to achieve innovation, like that of a new convergence centre in Sault Ste. Marie.

"Think big, see new horizons and be ambitious in setting goals; be specific in choosing a particular sphere

of study, without losing sight of its relevance to the big picture; relentlessly share and communicate your needs and discoveries with partners," expressed the Governor General.

"I want to highlight the importance of having the courage and the desire to lead. This building is the result of such leadership, and I would like to commend all who worked together to transform the dream into reality."

Inside This Issue

ARTIE 2012 is Approaching	2
ServiceProbe Ltd.'s new shoes	2
SSMART Awards Photo Compilation	3
Upcoming Events	5

Contact us: info@ssmic.com

Annual ARTIE event is approaching this October 19th

Last year, SSMIC's annual ARTIE 2011 exhibitors included Games for Health, Sault College ARTIE (Advanced Research Technology and Innovation Expo) event saw over 700 students gather at the George Leech Centre, on the Algoma University Campus. Participating students learned how local companies use science and technology to generate innovation in Sault Ste. Marie.

This year's ARTIE event is scheduled for Friday, October 19th and all Sault Ste. Marie and area elementary schools are invited to participate.



Students await the Knights of Alloy robot show at ARTIE 2011.

Exhibitor space is still available and volunteers are welcomed! If you or your company are interested in exhibiting at this year's ARTIE, if your class is interested in attending as participants, or if you're interested in volunteering your time during this one-day event, please contact Diana Medaglia, Marketing and Communications

department, solar energy, Algoma

Manager, at 705. 942.7927 x. 3138 or dmedaglia@ssmic.com.

ServiceProbe Ltd. rebrands, launches new site

On September 4th, ServiceProbe Ltd. announced a rebranding of their company and the launch of a new website, www.insightworks.ca.

The rebranding of ServiceProbe Ltd. To Insightworks highlights the company's two complementary products and services—

“works” touches on the effectiveness of the company's products and services.

“It was time to make a change to something that is more consistent with who we are today and...into the future,” said Mark Lewis, owner/manager, insightworks Learning and Development.



insightworks
learning and development

Learning learning and development.

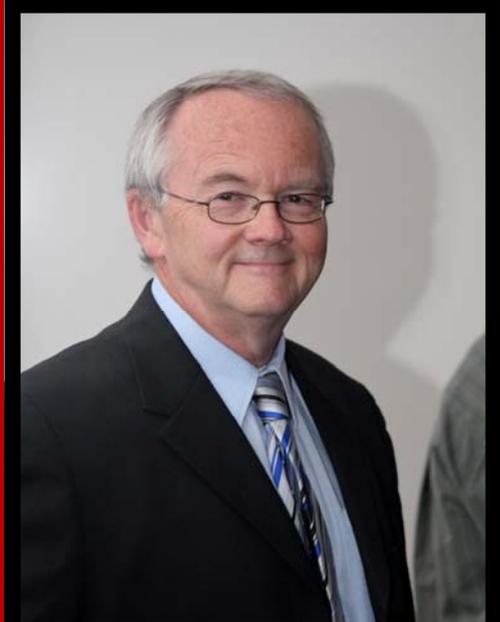
While insightworks continues to add new features to their signature Viewpoint Orientation and Learning Maps, the company is also expanding their staff—insightworks currently has four staff in SSMIC's business incubator.

“We're proud to introduce ourselves as insightworks Learning and Development.”

“Insight” represents the new knowledge provided by the company's Viewpoint Orientation and Learning Maps while

insightworks Learning and Development can be reached at www.insightworks.ca or 705.942.7927 x. 3142.

SSMARt Awards '12 Photo Compilation



Dollhouse 2.0: Roominate Lets Girls Play Architect, Designer, and Technologist

GOOD Education, August 22, 2012

Year after year, three female students sat through college engineering and math classes asking themselves the same question—where are the girls? The students—Jennifer Kessler, Alice, Brooks, and Bettina Chen—realized they all shared childhood experiences that drew them to technology, business, and math, fields typically dominated by men despite women’s educational ascendance. So they invented a toy girls can build from the ground up to inspire them to take on male-dominated fields.

Roominate is the toy "where every young girl is an artist, engineer, architect, and visionary" with her own opportunity to build a dollhouse-sized room, customize the furniture, select the decorations, and electrify the whole thing with working circuits. Kessler, Brooks, and Chen began the project while studying engineering and business as graduate students at Stanford. Their Kickstarter reached its \$25,000 goal within five days, and ended on June 16 with almost \$86,000 raised. They sold more than 1,300 units and the waiting list shows even more demand.

The women say they were all given the tools at a young age to eschew gender stereotypes. Brooks got a saw when she asked for a Barbie. Kessler loved to solve math riddles. Chen grew up building Lego creations with her brother, never being

told that the toy was intended for boys.

The older they got though, the more gender disparity the women faced. According to the National Science Foundation, only 15 percent of female college freshmen plan to major in science, technology, engineering, or math, and less than 11 percent of engineers are women.



Chen says her electrical engineering class at the California Institute of Technology was 10 to 15 percent women. "I guess I got used to it, but it kind of sucked," she says. "I didn't get why there weren't many girls. A lot of times people assume, 'Oh, you're a girl. You're not going to be doing engineering, you're going to be a humanities major.'"

Brooks' mechanical engineering program at the Massachusetts Institute of Technology was 40 percent women, but she still felt she had to prove herself of being worthy of the major. "I don't think it has to be that

way for future women," she says.

Roominate moves young girls away from the pink and frilly and towards the thoughtful and creative. Two hundred girls have tested the toy so far. Some have decided to make their room a restaurant or a pet shop, designed accordingly, then powered it up with a working fan or lit miniature television. Brooks

says one of her favorite moments was with a seven-year-old girl who was curious about how the prototype was built. Within a half hour of Brooks explaining how Roominate is designed and cut with a laser, the girl was creating a 3-D box of her own and trying out advanced software.

"That's exactly what we want," Kessler says. "We want Roominate to be an exploratory place for girls to see how the world works, and tinkering with things, and to gain confidence in themselves."

Now that the project is funded, the women have put down the soldering irons and outsourced to a contract store in the Bay Area to create the prototypes in bulk. They plan to expand and ship internationally. You can purchase a Roominate for the smart young girl in your life by joining the wait list on their website.

UPCOMING EVENTS:

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

www.ssmic.com

September

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

The VPR 100 Days to 100+ Registrants campaign has almost reached 100 registrants! Help get the word out on Twitter @SOOVPR or Facebook.com/VulnerablePersonsRegistry



September 7th

12:00 p.m.—1:30 p.m.

TAG Luncheon with Wavefront Accelerated Commercialization and Nathan D. Robinson

September 25th

9:00 a.m.—11:30 a.m.

*Developing a Winning Business Model
Presentation & Workshop*

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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