



# Naturallia 2013 leaves lasting impact on Sault Ste. Marie and around the world



Photo: Darren Taylor, Sootoday.com

They came. They met. And they went away with new business deals and partnerships.

For three days in October, Sault Ste. Marie was home to Naturallia 2013.

The global business-to-business matchmaking forum attracted more than 150 business owners and executives from seven countries. This year's event was focused on the natural resources sector.

Initiated by RDEE Ontario, Naturallia 2013 was hosted by the Sault Ste. Marie Economic Development Corporation and the Sault Ste. Marie Innovation Centre.

The goal of the host committee was twofold: they wanted to expand partnership opportunities for local and area companies. They also wanted to showcase Sault Ste. Marie to global companies as a great place to do business.

With the event having wrapped up Oct. 30, both goals were accomplished. For starters, local and area businesses that participated in the forum are already touting their successes.

Take, for instance, Fuzednotions Creative Studio, a graphic and website design company in Sault Ste. Marie. When

meeting with companies from around the world, owner Jessica Mooney managed to secure two jobs, one from a Columbian mining company looking to partner with a regional marketing firm that could help them enter the Canadian marketplace.

## Inside This Issue

Half-Day Workshop: Emerging Trends and Ongoing Challenges in "IT"	4
Think Spatially: GIS Day 2013	5
October: TAG Luncheon with Mark Lewis of insightworks	6
November: TAG Luncheon with Veracity	6
SSMIC's 6th Annual ARTIE Event	7

### Upcoming Events

[info@ssmic.com](mailto:info@ssmic.com)





“Attending the forum has already paid off,” said Mooney. “It was a great return on investment. And how else could we do this without meeting face-to-face.”

Soo Foundry and Machine is another prime example. Having met with a dozen or so potential customers and clients, President Robert Cohen sees much opportunity to partner with these companies in the future.

“In business, all it takes is one good connection” to forge a partnership, he said, adding that direct benefits from attending Naturallia 2013 might not be immediate for his business, but the relationships made will likely come in handy six months to a year from now.

“The feedback we’ve been receiving has been overwhelmingly positive,” said Dodds. “I thank the event Steering Committee, the volunteers, partners, sponsors and attendees for making this year’s forum nothing short of a complete success.”

**Tom Dodds**

NATURALLIA 2013 CO-CHAIR, CEO, SAULT STE. MARIE  
ECONOMIC DEVELOPMENT CORPORATION

Another great component of the forum, said Cohen, were the industrial tours offered to the participants. Owners and executives from around the world got a chance to see the unique capacity of local companies when visiting various operations, including Rector Machine Works, Anthony EACOM, Soo Foundry and Machine, Ellsin Environmental and Heliene Canada.

“It’s great for Sault Ste. Marie to have a conference like this,” he said. “I think there will be spin-off benefits for the community. The fact that the Economic Development Corporation and Innovation Centre organized this forum is very important.”

Put simply, for the second goal of the host committee – showcasing Sault Ste. Marie to companies around the world – that was also achieved.

Christopher Schmidt is another prime example. The Manager of Mining & Mineral Resources for the Canadian German Chamber of Industry and Commerce had never been to the Sault before and knew little about the Northern Ontario community.

After attending Naturallia 2013, where he toured local companies and met with area owners and executives, Schmidt was captivated with what he saw.

“I was impressed with the wide range of projects going on here,” he said, adding that the capacity and flexibility of local machine shops was particularly noteworthy. “You have to know this stuff before you can take advantage of it.”

Schmidt’s job is to help form partnerships with mining and resource firms in Canada. When attending conferences and trade shows across the Great White North, he learns about a particular area’s industrial capacity and reports that information back to German companies.

Following his three days in Sault Ste. Marie, that’s precisely what he did, which has the potential to lead to great things for local companies in the future.

Hearing such comments is music to Tom Dodds’ ears. As Co-Chair of Naturallia 2013 and CEO of the Sault Ste. Marie Economic Development Corporation, his goal was to host a forum that would help generate significant opportunities for our local and area companies.

Mission: accomplished.

“The feedback we’ve been receiving has been overwhelmingly positive,” said Dodds. “I thank the event Steering Committee, the volunteers, partners, sponsors and attendees for making this year’s forum nothing short of a complete success.”

These comments were echoed by Naturallia 2013 Co-Chair Jason Naccarato, Vice-President of Development for the Sault Ste. Marie Innovation Centre.

“Everyone came together to make this happen, and the results speak for themselves,” he said “The Naturallia business-to-business matchmaking forum has a proven track record of success, and we wanted to bring that process to our community. I have no doubt that it will lead to much opportunity for our local and area companies in the months and years to come.”

Akin to speed dating for businesses, Naturallia 2013 brought companies from around the world together for a series of one-on-one matchmaking sessions designed to forge partnerships.

The event also featured roundtable meetings, along with keynote speeches by author and former Dragon’s Den producer Sean Wise and Business New Network anchor Catherine Murray.

This year’s forum was focused on four key sectors, each vital to the Northern Ontario economy: smart energy, value-added forestry products, advanced manufacturing, and mining supply and services.

Major event partners for Naturallia 2013 were: FedNor - Industry Canada, the Province’s Northern Ontario Heritage Fund Corporation, City of Sault Ste. Marie, RDEE Ontario, Sault Ste. Marie Economic Development Corporation and Sault Ste. Marie Innovation Centre.

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**Jason Naccarato**

NATURALLIA 2013 CO-CHAIR, VICE-PRESIDENT OF DEVELOPMENT, SAULT STE. MARIE INNOVATION CENTRE



Keynote speaker, author and former Dragon’s Den producer Sean Wise.



Keynote speaker, and Business New Network anchor Catherine Murray.

Additional partners and sponsors, without whom the event would not have been possible, include:

- International Bridge Administration;
- Natural Sciences and Engineering Research Council of Canada;
- Export Development Canada;
- Sault Ste. Marie Chamber of Commerce;
- Sault College;
- Tenaris Algoma Tubes;
- Northern Ontario Business;
- Millworks/Riversedge Developments;
- Northern Ontario Angel Investors;
- N-Sci Technologies;
- Greater Sudbury Development Corporation;
- Colio Estate Wines;
- Union Jack Brewing Company;
- Canadian Tire; and
- SAMSSA: Northern Ontario Mining Supply & Services Association.

# EMERGING TRENDS AND ONGOING CHALLENGES



## IN "IT"



Chris Adams addressing attendees at the Delta on November 13th.



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On Wednesday, November 13th, SSMIC hosted a half-day workshop on *Emerging Trends and Ongoing Challenges in "IT"* at the Delta Sault Ste. Marie Waterfront Hotel.

Participants heard from Chris Adams of gShift Labs, a web presence software analytics company. Adams provided insight on how your organization can take advantage of the rapid changes in technology to help improve and grow your business.

During this interactive session, Chris discussed:

- How mobile is transforming technology decisions and effecting web responsiveness
- Cloud Computing Trends
- Software as a Service Software vs Licensing/Support
- Importance of E-mail and Marketing Automation
- Web Content Management
- Security - Technology change that will challenge your current IT security polices

- Trends in Marketing Technology
- Content Marketing: "Story telling to the modern world"
- Web Presence: How your company ranks in local and country specific searches
- Importance and proper usage of keywords to increase your web presence
- Importance of analyzing your web analytics and making frequent improvements to maximize your success and web visibility

The session was specifically targeted to SMEs who have developed information communication technology (ICT) products.

For a copy of the presentation, please visit [www.ssmic.com](http://www.ssmic.com).

For more information on these events, please contact Diana Medaglia, Marketing and Communications Manager, at 705.942.7927 x. 3138 or [dmedaglia@ssmic.com](mailto:dmedaglia@ssmic.com).

This event is proudly sponsored by the Industrial Research Assistance Program (IRAP).

# Think Spatially: Sault Ste. Marie Innovation Centre and Sault College Host Geographic Information Systems Day



Wednesday, November 20, 2013 marks Geographic Information Systems (GIS) Day, a day set aside to celebrate GIS in our community. The Sault Ste. Marie Innovation Centre, along with Algoma University, and Sault College, will host the event by holding an exhibition for both the public and students to learn more about GIS and its various applications. This event will showcase how local professionals are using GIS to enhance their work, as well as highlight career opportunities that are available in the field.

**“The City of Sault Ste. Marie is home to one of the most advanced municipal GIS implementations in Canada. Many organizations leverage the power of GIS every day to help create a safer, healthier and more prosperous community.”**

**Miranda Moffat**

GIS TECHNICIAN/ANALYST, SAULT STE. MARIE INNOVATION CENTRE

The event will take place in Essar Hall at Sault College from 9:00 a.m. to 3:00 p.m. Local high school students from Geography, Information Technology, Civics and Careers, and Co-op classes have been invited to attend various planned activities at Sault College. GIS and Geography professionals, as well as educators, will make presentations. A hands-on GIS lab demonstration will be showcased, along

with the opportunity to speak with local professionals at the open house.

“Sault College is excited to be hosting this year’s GIS Day and showcase our brand-new state-of-the-art GIS lab that uses the very latest hardware and software from top GIS and remote-sensing vendors,” notes Heath Bishop, Coordinator of the GIS program at Sault College. “We are the first College in Ontario that has the leading-edge stereoscopic 3D GIS imaging that provides students with top-notch training that is highly in-demand.”

GIS Day is held as part of the National Geographic Society’s Geography Awareness Week, which has taken place every year since 1987. In 2012, more than 60 organizations across Canada, and thousands worldwide, hosted GIS Day events.

“The City of Sault Ste. Marie is home to one of the most advanced municipal GIS implementations in Canada,” adds Miranda Moffat, GIS Technician/Analyst for the Sault Ste. Marie Innovation Centre. “Many organizations leverage the power of GIS every day to help create a safer, healthier and more prosperous community,”

For more information on the local GIS Day exhibition taking place, please contact Miranda and Danika at [gisday@ssmic.com](mailto:gisday@ssmic.com)

To learn more about the history of GIS Day and Geography Awareness Week, visit <http://www.gisday.com/index.html>

## Area High School Gains Hands On Experience with GIS from the CGC



Students from an area high school enrolled in an Outdoor Education class at Camp Korah with Community Geomatics Centre staff, Miranda Moffat and Danika Montgomery. Staff shared their GIS expertise with the students through informative and hands on presentations, lessons and activities.

**“The EcoEDventures program is a great alternative for students who have difficulties learning in the traditional classroom setting. We certainly saw firsthand the positive impact this program has on the students, and hope these types of partnerships will continue. These partnerships not only benefit the students and the program, but also aid us in our personal and professional journey to use our skills to the benefit of the community and it is our hope to inspire others to do the same.”**

**Miranda Moffat & Danika Montgomery**

COMMUNITY GEOMATICS CENTRE

The CGC has gained national and international attention for the powerful and efficient GIS solution which has resulted in the CGC completing hundreds of GIS projects throughout Canada, including feasibility studies, strategic plans, data capture and analysis projects and GIS implementations across all disciplines of GIS.

# October: TAG Luncheon with Mark Lewis of insightworks

On Friday, October 18th, the Sault Ste. Marie Innovation Centre hosted a TAG Luncheon with Mark Lewis, founder of insightworks.

Mark discussed how insightworks, and their products, make learning and development, efficient and flexible. Mark shared lessons learned, challenges and successes experienced from an entrepreneur viewpoint.



Attendees left with the understanding of how the company's products promote learning and development through solutions and modules that can benefit a variety of companies or organizations.

For more information on insightworks, visit [www.insightworks.ca](http://www.insightworks.ca).



Mark Lewis addressing attendees at the Essar Convergence Centre on October 18th.

## Join us for a TAG Luncheon with



**WHEN:**  
Friday, November 22nd, 2013

**TIME:**  
12:00 p.m. - 1:30 p.m.

**WHERE:**  
Essar Convergence Centre  
Algoma University  
1520 Queen Street East  
BT 201

**PARKING:**  
Visitors will receive a token to exit the parking lot.

**LUNCH:**  
Lunch is provided (but seats are limited).

**RSVP:**  
To [kclargo@ssmic.com](mailto:kclargo@ssmic.com) or 705.942.7927 ext. 3135

For more information on this TAG session, please contact Kyleigh Clargo, Communications Intern, at [kclargo@ssmic.com](mailto:kclargo@ssmic.com).

On Friday, November 22nd, join the Sault Ste. Marie Innovation Centre, along with Graham Nelson, Rob Krysa, and Rob Stenta, founders of Veracity, for a lunchtime discussion on Investment Recovery/Surplus Management and why it is a critical link in the supply chain.

Veracity will outline the key elements of an effective program and discuss the numerous immediate benefits that Investment Recovery (IR) can provide.

Topics of discussion will include:

- Overview of Investment Recovery/Surplus Management
- Challenges & Opportunities
- Development of Veracity's Critical Spares Network

Attendees will leave with an understanding of Veracity's products and services, and how the discipline of IR can create new revenue streams, as well as play a major role in a corporation's environmental sustainability.

For more information on Veracity, visit [www.veracityamg.com](http://www.veracityamg.com)

This session is free but seats are limited. Please RSVP by Tuesday, November 12th.

TAG Luncheon



Join us for

**TAG Luncheons**

this *Fall*

Join SSMIC for the Fall season of TAG Luncheons featuring **Entrepreneur Success Stories.**

**November 22nd**  
Graham Nelson, Rob Krysa, and Rob Stenta of Veracity  
12:00 p.m. - 1:30 p.m.

For more information on upcoming TAG luncheons or to reserve a seat please, contact Kyleigh Clargo, Communications Intern, at 705.942.7927 x. 3135 or [kclargo@ssmic.com](mailto:kclargo@ssmic.com).

# Hundreds of Elementary School Students Participate in SSMIC's 6<sup>th</sup> Annual ARTIE

Expo featured interactive local exhibits during National Science and Technology Week



ARTIE the robot was back for his annual appearance to encourage science and technology in academia among area elementary school students.

SSMIC's ARTIE (Advanced Research & Technology Innovation Expo) took place during National Science and Technology Week this past October.

ARTIE is a free event that engages youth with science and technology through fun and relevant exhibits, while providing an opportunity for students to interact with local professionals in the field.

This year's ARTIE brought together nearly eight hundred elementary school students at the George Leach Centre (GLC) on the Algoma University campus.

Some highlights of ARTIE 2013 included:

- LEGO League robotics
- Computer game technology
- Worm composting with Don McGorman
- VEX robotics with Jonathan Budau, and the Algoma District School Board
- Wildlife adventures with Sault College
- Technology of dairy farming with Northern Ontario Agri-Food Education & Marketing Inc.
- Technology of maple syrup with Ross MacLeod

Since its inception in 2008, more than 4800 students have participated in ARTIE.

UPCOMING EVENTS:  
November

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

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



Designed in collaboration with speech language and education professionals, InTense combines a verb tense language tool with a carnival themed video game set in the past, present and future. InTense motivates kids to master language skills, while providing the customization tools needed to help target the needs of an individual child.

InTense is available in a Home version for parents and children, and a Pro version, providing rich customization and reporting tools needed for educators and speech language pathologists

Have Fun! (Motivational Gameplay)

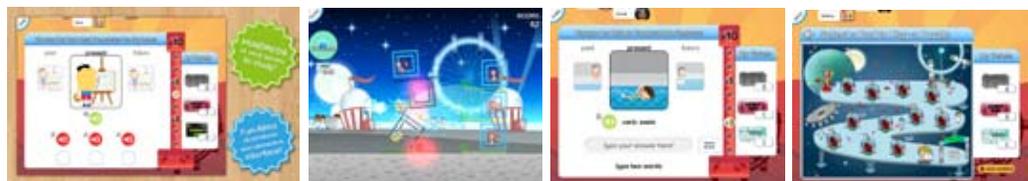
- Spend tickets earned in the verb tool to play a carnival-themed video game set in the past, present and future!
- Help carnival workers like magicians, fortunetellers and weight lifters find missing items!
- Knock down barriers and hit targets with 12 unique projectiles, including pterodactyls, pop bottles and dimension-twisting vortexes!
- Solve 36 fun puzzles across three time periods!
- Master puzzles to unlock special player avatars!
- Motivate children to practice their verb tenses!

Home Version



TRY THE LITE  
VERSION TODAY!

To download **Home** or **Pro** versions of InTense, visit the App Store on your iPad. For more information on AGFH, please visit [www.agfh.ca](http://www.agfh.ca).



**November 22nd**  
TAG Luncheon with  
Graham Nelson, Rob Krysa, and Rob Stenta of  
Veracity

**November 21st - 24th**  
Visit SSMIC's "Science and Technology  
Brighten the Community" tree at this year's  
Festival of Trees

For information on these events, please contact  
Kyleigh Clargo, Communications Intern, at  
[kclargo@ssmic.com](mailto:kclargo@ssmic.com).

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