



Social media marketing workshop, February 11

Do you want to use social media to market your business but feel flustered by Facebook? Are you tentative about tweeting? If so, the Sault Ste. Marie Innovation Centre has just the tonic for your social media anxiety.

On February 11, 2011 SSMIC will be hosting Social Media: The Word of Mouth Revolution at the Delta Waterfront Inn and Conference Centre. This half-day workshop runs from 8:30 a.m. until 12:00 p.m.

The cost to attend is \$30, which includes both HST and a continental breakfast. Registrants can save an additional 5\$ by retweeting one of SSMIC's workshop announcements on twitter (twitter.com/ssmicnews) or liking the event notice on Facebook (facebook.com/ssmic).

The keynote speaker for the workshop is Jeff Quipp, founder and CEO of Search Engine People Inc. Jeff has been engaged in the search industry for more than a decade, and was one of the first people in Canada to recognize the Internet as an emerging marketing channel.



Above: Jeff Quipp, CEO of Search Engine People Inc.

A speaker at numerous search marketing and social media conferences, his passion lies in understanding the impact of various types of content on social media, SEO, and visitor behaviour. Some of his insights on how social media relates to search engine optimization are available online at YouTube.

One lucky workshop attendee will win a SEO Site Audit from Search Engine People valued at \$500. The audit includes a website review and recommendations for improving the website's search engine rankings.

The workshop will also feature a panel discussion with representatives from local businesses who have success in using social media to market their products and services.

To register, please contact Angie Wagner at awagner@ssmic.com or by phone at (705)942-7927 ext. 3133. You can also register online by completing the registration form available on the SSMIC website.

For more information about the event please visit www.ssmic.com. Social Media: The word of mouth revolution is hosted through a contribution from the National Research Council – Industrial Research Assistance Program (NRC-IRAP).

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Get social with SSMIC!

Thanks to social media, now there are even more ways to stay in touch with the Innovation Centre and keep informed about exciting new developments in the local technology and science fields. With the social media sites listed below you can gain access to special content and features.



Facebook

Become a Facebook fan of SSMIC by joining our page at facebook.com/SSMIC. Here you'll find pages about upcoming events such as workshops and TAG Luncheons, links to official press releases and notices about new programs and activities.



Twitter

Twitter is the place for bite-sized news and entertainment. Follow SSMIC at twitter.com/ssmicnews to find links to interesting news items, updates about speakers and events and even the odd bit of humour. Make sure to keep an eye out each Friday for ARTIE the Robot's "Robot Song of the Week."

You

Tube Youtube

Video is a growing part of SSMIC's communications activities. Check out our Youtube channel at youtube.com/innovationsssm and you can see our latest offerings. These include a video interview with Jason Shaver of Algoma Games for Health and the *Create Your Own Career* video for Algoma youth.

Deloitte top-ten tech trends for 2011

Deloitte has released their [top-10 tech trends for Canada in 2011](#). Will these fearless predictions be borne out, or will they be a source of laughter come 2012? Read on to see what the world's biggest professional services firm foresees for Canada's tech scene this year.

Smartphones and tablets to comprise more than half of all computer sales

In 2011, more than half of all computing devices sold globally will not be PC's. As more of these non-PC devices find their way into workplace environments there will be new costs and challenges for IT managers.

Enterprise tablets take off

According to Deloitte's estimates, in 2011 over 25% of tablet computers sold will be purchased by businesses. For enterprises, a key decision will be whether to support multiple types of tablet computers or standardize to a single type.

Operating system diversity for smartphones and tablets

It is anticipated that no operating system on smartphones or tablets will achieve a dominant market share in 2011. For IT departments, supporting this diverse technology environment could once again lead to greater costs.

More than 2 trillion social network ads – less than 1% of global ad revenues

Social networks are expected to continue to surge in popularity and marketers will continue to foray into these new channels, delivering a staggering two trillion plus ads in the process. However, given lower advertising rates for social media, the cost for all this advertising will clock in as relatively modest – about \$5 billion or less than 1% of global ad spending.

Television strengthens its claim to being a “super-medium”

The global television audience is expected to climb to 3.7 billion viewers this year and ad spending is projected to increase by \$10 billion. Worldwide, viewers will watch more than 140 billion hours of television and TV programs will be the most common conversation topic.

PVR's proliferate; lousy TV ads still pervasive

Deloitte calculates that by the end of the year more than 50% of households in the US and UK will own PVR's. Despite this, TV advertising in all its mediocrity is expected to be unaffected. The largest programming draws continue to be live events and so-called “appointment TV” where ads remain unavoidable.

Push beats pull in the battle for TV eyeballs

It is anticipated that despite growing numbers of TV's with search capabilities that most TV viewers will continue to watch programming as set out by channel planners.

Retailers roll out the Wi-Fi

By the end of 2011, 25% of big box and anchor tenant stores in North America will offer free Wi-Fi and the number will continue to climb in 2012. This will encourage comparison shopping and the creation of localized promotional opportunities.

4G – A network too far?

Deloitte believes that the transition to 4G wireless networks will be a slow one. The continued viability of the latest 3G wireless technologies will likely encourage many mobile providers to either continue using 3G or to switch to transition technologies for the next year. Some carriers might be able to put off switching to 4G for years.

Wi-Fi complements cellular broadband

Wi-Fi will handle a growing portion of data sent to mobile devices.

Upcoming ProtoLaunch workshop features Mike Marquis

ProtoLaunch keeps rolling this February with a workshop on February 19th and 20th at Sault College.

The featured speaker will be Mike Marquis of Digital Extremes. Mike will be discussing the modeling of video games using 3dsMax.

Mike graduated with honours from Seneca College Technical illustration program in 2001. Since his graduation he has contributed to the creation of many game titles on numerous platforms such as the PS2, PSP, XBOX, XBOX 360, PS3 and Nintendo Wii. His first projects were “Max Payne” and “The Warriors” during his time at Rockstar games. During his employment at Pseudo Interactive he assumed the position of Lead Artist after completing “Full Auto 2” for Sega.

Later Mike contributed to the Wii title “Flip's Twisted World” during a short contract with Frozen North. Currently he is working as a Senior 3D Artist on an unannounced title from Digital Extremes.

Based out of London, Ontario, Digital Extremes is well-known for its highly popular series of *Unreal* games, as well as other major titles such as *BioShock* and *Dark Sector*. Digital Extremes founder Michael Schmalz was the keynote speaker at the 2010/2011 ProtoLaunch kick-off in October 2010.

Keep informed about all the latest ProtoLaunch news and announcements by becoming a fan on facebook.com/protolaunch. On the fan page you will find workshop notices, news and updates, and links to video interviews with ProtoLaunch speakers.



Above: Mike Marquis of Digital Extremes.

Local entrepreneur profile: Dawna Kinnunen

"I like to tell people that I figured out what I wanted to be when I was 43 years old," says Dawna Kinnunen with a laugh, when asked to describe the winding path that ultimately took her to business ownership.

As a post-secondary student Dawna studied computer science at Sault College and then began working in the insurance business. She then moved into government, working with the Ontario Disability Support Program (ODSP) for 17 years.

During her time with ODSP, Dawna gained experience working with people with disabilities. In 1999 the provincial government changed the employment support programs, allowing them to be brokered out to private sector companies.

Sensing the opportunity that this presented, Dawna started Yes You Can Employment Consulting in 2003. She now has a staff of four.

On average, Yes You Can places about 25 clients with employers each year. They also provide on-going support for clients for up to three years after being placed. Yes You Can is able to access several different wage subsidy programs and can also assist employers with paperwork.

One of the defining characteristics of Yes You Can is its emphasis on taking a collaborative approach.

"What's really cool is we can partner with every other employment agency out there. We take an entrepreneurial approach to finding people jobs. I get to know business owners and then match them with a client based on personality. I like to say we combine a business approach with the heart of a social worker."

Her second venture, Accessibility North, began in 2008 as a program of Yes You Can. Accessibility North was founded to put together training that is user-friendly for businesses to use to train their staff in accessibility compliance. Accessibility North might eventually become a separate business or be incorporated as a not-for-profit.

With new standards from the Ontarians with Disabilities Act (AODA) coming into place soon, accessibility training and compliance is becoming a growing concern for many businesses. All businesses with more than 20 employees will have to file a compliance report by the

spring of 2012. Non-compliant businesses may face public image issues and are also subject to fines under the AODA. Fortunately, Dawna notes that becoming compliant isn't as daunting as it may first appear.

disabilities go through. When you see people who are reaching and striving for more and really want to work, it's very inspiring.

The second part is that it just fits my personality – I can't be in the box. I really



Above: Yes You Can Job Developer Melissa Morrison (left) and Chief Inspiration Officer Dawna Kinnunen (right).

"The first standards are pretty easy to implement – it's all about customer service. Follow a common-sense approach. Don't be afraid to ask customers, 'how can I help you?' 15% of Ontario's population is disabled. If you can make your business more accessible to all then the natural result will be increased business."

Dawna notes that it is often attitudinal barriers that pose the biggest problems and that solutions don't have to be expensive. There is also a wealth of free resources available for businesses to make use of. [Access Ontario](http://www.accessontario.ca) is the main site for information, while Accessibility North also maintains a Facebook page that contains information and links on accessibility standards and compliance.

Dawna has a two-fold answer about what she finds most rewarding about being self-employed.

"The first thing is being able to do the work that I do. I feel fortunate and blessed, seeing what people with

enjoy being able to use my creativity, making things happen, and being the boss of me."

Born and raised in Sault Ste. Marie, Dawna continues to live in the city with her husband and two grown children. While she notes that the "school of hard knocks was the best teacher," she also adds that she feels very blessed and loves living in the Sault.

Says Dawna, "Going into business, the one value I've held is don't focus on the money, focus on being of service."

On the web:

www.yesyoucanemployment.ca
www.accessibilitynorth.ca

[Accessibility North Facebook page.](#)

Are you an entrepreneur who would like to be featured in an upcoming issue of Eye on Innovation? If so, please contact Jonathan Coulman at jcoulman@ssmic.com or by phone at (705)942-7927 ext. 3122.

Funding Focus: Investment Accelerator Fund (IAF)

A new fund has been established to help boost the growth of start-up technology companies. The Investment Accelerator Fund (IAF) invests up to \$500 000 in early stage companies with high-growth potential in sectors such as information technology, cleantech, life sciences, and advanced materials and manufacturing.

To be eligible for the fund, applicant companies must meet numerous criteria, including:

- Be incorporated under the Business Corporations Act or Canada Business Corporations act.
- Be formed to commercially exploit intellectual property which it has the legal right to use.



- Pay 50 percent or more of its salaries, wages and fees to employees and contractors in Ontario.
- Have total revenue of less than \$500 000 from the time of incorporation until the time of investment by the IAF.
- Have total tangible assets of less than \$500 000

As well, applicants must meet general quality criteria, such as having a total addressable market of at least \$20 million and a viable plan to enter it, along with the management and technical skills needed to successfully operate the business.

Funds received from the IAF can be directed towards a defined set of business activities, including: recruitment of team members; business development; product, process or service development towards market entry; and implementation of a defined marketing or distribution strategy.

More information and an online application are available at www.marsdd.com/iaf

Science Spotlight: Tyler Plaunt

Science
Spotlight

SSMIC has a new staff member dedicated to researching the market potential for renewable fuel sources. Tyler Plaunt has joined the Innovation Centre as a Bioproducts Market Development Intern.

Tyler brings a well-rounded academic background to his position. He originally attended Algoma University and completed a degree in history. From there, he went on to study marketing at Sheridan College. After that, he finished as a graduate of Sault College's Business Management course.

Currently, Tyler is working on the oilseed co-op as his major project for SSMIC. He has also been assisting Bio-Resource Development Coordinator Ross MacLeod with various crop trials, primarily the spotted alder trials. He is also working on the ongoing biosolids project with St. Mary's Paper and on bioproduct market development at SITTM.

Tyler's relationship with SITTM (Stick it to the Man Technologies) is a noteworthy one. SITTM is a private sector company that has worked with SSMIC in the past. SITTM contributed to the funding for Tyler's internship position and approximately 50% of Tyler's time is spent with the company working on market development activities.

Having so many different activities on the go is a plus for Tyler.



Above: Tyler Plaunt, taking a brief respite from harvesting alder.

"I enjoy the fact that I always have multiple projects to work on; I really like the variety," he says.

Since joining SSMIC Tyler has become a reliable volunteer for Ross MacLeod's fieldwork expeditions. These fieldwork forays usually includes grueling physical labour performed under dismal weather conditions. Tyler chalks this up to him being "too nice" of a person. He also notes that Ross has promised him pie at some point but that, "we're not at that point quite yet."

Survey says...

A big thank you is in order for everyone who participated in the Innovation Centre's December newsletter and workshop surveys.

We had a tremendous response and the feedback we received was very helpful. We'll be using the survey results to help fine-tune our workshop offerings and also the *Eye on Innovation* newsletter.

Among the findings for the newsletter survey, a couple of results jump out:

- Cleantech and renewable energy was identified by readers as being the topic of greatest interest.
- The most desired topic for future issues is profiles on local businesses.
- 93.3% of respondents said they would recommend the newsletter to a friend.
- By a narrow margin, Wednesday is the preferred day to receive the newsletter.

Thank you once again to everyone who participated!

UPCOMING EVENTS:

FEBRUARY

Sault Ste. Marie Innovation Centre

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6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					

- **February 10, 2010**
Innovation Breakfast
Gran Festa Ristorante

Contact mpratt@ssmic.com for details

- **February 11, 2010**
Social Media Workshop
The Word of Mouth Revolution
Delta Waterfront Hotel

Contact awagner@ssmic.com
to register

Visit www.ssmic.com to view an
updated calendar of events.

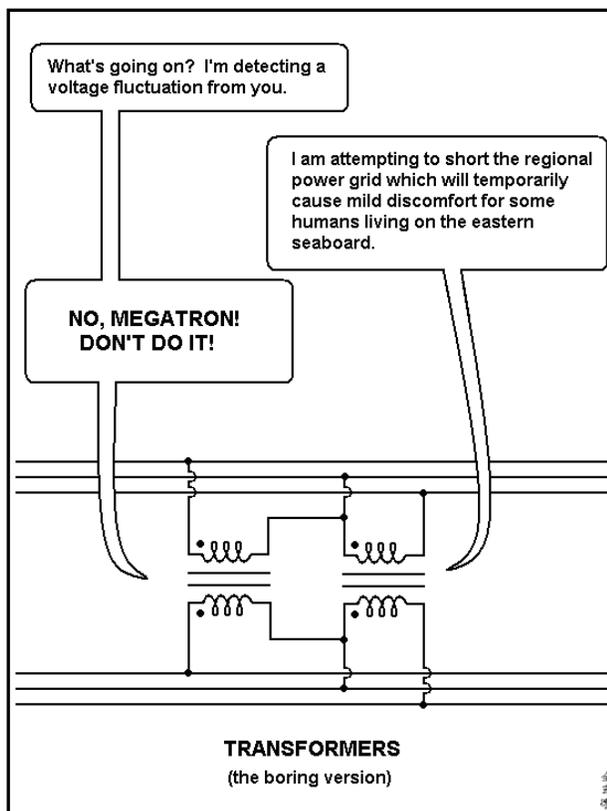
For more information
about any of the events
or to RSVP contact

Jonathan Coulman at: 942-7927
X3122 or jcoulman@ssmic.com.

Verbatim

“Science is facts; just as houses are made of stone, so is science made of facts; but a pile of stones is not a house, and a collection of facts is not necessarily science. ”

- Jules Henri Poincaré



<http://abstruesgoose.com>

Algoma U studies radically different way of delivering courses

Algoma University is studying the possibility of radically changing how it delivers its courses to students.

Instead of the traditional 13 week long semester system, Algoma U is examining moving to the “block plan.” Universities that use the block plan condense single semester length courses into intensive three-week long blocks.

ALGOMA university

Only a handful of small universities in North America currently use the block plan for all their course offerings. However, almost all universities use a similar model to deliver condensed

courses during summer study periods.

Representatives from a number of schools that use the block plan were at Algoma U on January 27 and 28 to discuss the merits of the system. Algoma U has also established a task force to study the proposed switch in greater detail and to gather feedback from the university community.

Are you an entrepreneur or part of a SME that would like to be profiled in a future edition of Eye On Innovation?

Contact: mward@ssmic.com

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