



REGINA
RESEARCH
PARK

Put the Geee! in Genome

A national public education project that explores the science of genomics and celebrates the work of Canada's leading genomics researchers has arrived in Saskatchewan!

"The Geee! in Genome" is a traveling exhibition and complementary website that is making its way across Canada, from its launch site at the Canadian Museum of Nature (CMN) in Ottawa. The exhibit is currently being showcased at the Saskatchewan Science Centre in Regina, until April 11, 2004.

"The Geee! in Genome" exhibition presents the ABCs of genomics and proteomics; examines how the science of genomics is changing our lives; and introduces historical and Canadian researchers in the science of genomics, in particular, Nobel Prize winner Dr. Michael Smith. Throughout the exhibition, ethical issues and questions are raised and visitors can record their opinions and view those of others.

The exhibit was produced by the Canadian Museum of Nature and presented nationally by Genome Canada in partnership with the Canadian Institutes of Health Research. Their goal is to effectively communicate the results of genomics research to the public, thereby helping Canadians to understand the relative risks and rewards of this type of research.

Plan to visit the Saskatchewan Science Centre and view the website: www.genomeprairie.ca.

news LETTER

February, 2004
www.innovationplace.com

Bridging the "innovation gap": Golnnovate!™ Canada

Is your company or organization being asked to do more, with the same or fewer resources?

Business and government leaders at all levels are facing the same challenge, which Patricia Clarkson defines as the "innovation gap." She also prescribes the solution to this dilemma: increasing productivity through innovation.

"Merely sending a dictate telling employees to be more creative and innovative doesn't work. They need a system to help them do it – swiftly and effectively," says Clarkson.

Patricia Clarkson is president of Golnnovate!™ Canada, which has recently established offices at Innovation Place. Gil Clarkson teams up with wife Patricia, providing technology and marketing expertise for Golnnovate! Canada.

The company is dedicated to bringing its proven system for swift and continual organizational innovation to Canadian businesses and organizations of every size.

The Golnnovate! systems thinking approach to innovation was established nearly 25 years ago by Californian Andrew Papageorge for clients including American Express, Pacific Bell and international textile and plastics manufacturer Kimex Industries.

Papageorge developed a complete and comprehensive methodology for producing swift and continual innovations of any size and complexity.

"The key to this innovation system is that it really delivers results. So many consultants go out and claim their system will work great wonders. We have actual demonstrated results from the companies we've worked with," says Patricia Clarkson.

Clarkson's journey in systems thinking began during her 24-year career with SaskTel, where she fulfilled many roles: front line manager, project manager for an aboriginal marketing group, corporate consultant and strategic planner. Her experience in using the systems thinking approach at SaskTel proved valuable following her early retirement from the crown corporation. Two years ago, she met Andrew Papageorge through the Centre for Strategic Management in San Diego.

"Andrew was interested in taking his innovation system to the general business world. He approached me and asked if I would be willing to work with him, to position Golnnovate!™ in Canada," says Clarkson.

Many companies have financial, marketing or manufacturing systems in place. Few, however, have a system in place to achieve results through innovation. "Without innovation, a company cannot reach its potential. The other thing that happens is that the innovation gap becomes so wide, the company can

(Continued on next page)

SUCCESS THROUGH INNOVATION

VIDO receives \$1.14 million in federal funding

The University of Saskatchewan's Vaccine and Infectious Disease Organization (VIDO) has received \$1.14 million in funding from Western Economic Diversification Canada (WD) to purchase research equipment and lab supplies for its newly expanded facilities.

Over the past three years, the Government of Canada has contributed nearly \$24.3 million to VIDO as part of its support for innovation in the West. Of this amount, Western Economic Diversification has contributed \$5.64 million.

"WD's investment will provide VIDO with the resources it needs as a global leader in vaccine and infectious disease research," says the Honourable Dr. Rey D. Pagtakhan, Minister of Western Economic Diversification. "The Government of Canada is working with pioneering western research centres like VIDO to leverage their ingenuity and capitalize on innovation."

"We are very appreciative of WD's support in helping us use our expansion to its full potential," says VIDO Director Lorne Babiuk. "This investment will allow us to fully equip our new facility. Every piece of equipment we buy is an asset in ensuring we can deliver the high quality results for which we are known."

VIDO's expansion of its current facilities added 50,000 square-feet of state-of-the-art lab space and equipment, as well as new office space. Since adding on, VIDO has increased its staff to more than 120 by recruiting over 40 research scientists and technicians.

VIDO's world-class scientific staff are probing the molecular processes involved in infection and development of immunity, ultimately leading to new vaccines that will protect the health of humans and animals. The improved facility also enables VIDO to strengthen its focus on genomics and proteomics research, both of which have significant applications to human health.

Bridging the "innovation gap"

(Continued from previous page)

go into a death spiral," says Clarkson.

Clarkson can help clients apply the Golnnovate! system to increase productivity, improve the financial bottom line, boost employee and/or customer satisfaction, or market a new product.

Every client has different needs, says Clarkson, and the Golnnovate! platform transcends those needs. "It's very relationship-based. We do a needs assessment to determine what the issues are. What is the wealth you want to generate? What is the environment that you're trying to achieve innovation in?"

"At Golnnovate!, we empower individuals with skills to drive innovation. We then teach a process that takes an idea from concept to realization. We also examine the culture or context of the company: what in your environment is going to hinder or enable you? Then let's deal with what hinders you, and let's leverage your enablers," says Clarkson.

The Golnnovate! system can work within an individual department, or across an entire organization. "Some organizations use it as their strategic planning tool. Some use it as the tool to implement their strategic plan. And some use it to target specific issues," says Clarkson.

The time Clarkson spends with a client is also dependent on their individual needs. "It varies. We offer a three-day training session. In some cases, we come in and do the needs assessment, create the plan, work with a specific group and transfer the skills. We may consult with them one day a month for the next three months," says Clarkson. "After we've done the initial work, we'll consult back to ensure that the skills are being applied and the results are being achieved."

Golnnovate! Canada began 18 months ago as a home-based business, in tandem with Clarkson's teaching responsibilities at the University of Saskatchewan. "All of our marketing seeds exploded in August of 2003, and we were able to move our offices right into Innovation Place," says Clarkson.

"We hope to have branch offices across Canada, while headquartered out of Innovation Place. Innovation Place is a world class facility, and goes with our vision of where we want to be.

"We want to be the preferred choice of Canadian companies – so that when a Canadian company thinks innovation, they think Golnnovate! Canada – and they think that because of the results that are delivered," says Clarkson. To that end, the company is aggressively pursuing the goal of being fully bilingual in the near future.

Clarkson has already delivered the Golnnovate! Canada system to a diverse client base including Farm Credit Canada, the Saskatchewan Indian Equity Foundation, City of London, Ontario and the U.S. Air Force. Clarkson's next contract takes her even further afield – to Singapore – where she will bring the Golnnovate! system to the Singapore Police and Singapore Civil Aviation.

For more information about Golnnovate! Canada, visit their corporate offices at 403 - 15 Innovation Boulevard, or check the website at www.golnnovate.ca.

TECHNOLOGY BREAKTHROUGHS

Surround sound microphone array captures inaugural Innovation Award

University of Regina Fine Arts faculty member Charles Fox and co-inventor Wade McGregor were presented with the first annual Award of Innovation at a reception held December 4 by the award's sponsors, the University of Regina and Regina Research Park.

Fox and McGregor won the award for the development of a modular microphone array capable of recording 360-degree surround sound. The invention – a first for microphone arrays – ensures simplicity, is lightweight and compact, and is easily transported and deployed in a variety of recording situations.

The device is commercially targeted at audio engineers who record multichannel sound – both stereo and monaural – for musical performances, film and video production, broadcast, sound effects and soundscape recording, video gaming and theatrical productions and virtually any other application using surround sound.

Fox is currently an Associate Professor in the Media and Production Studies Department of the University's Faculty of Fine Arts. He holds a BA Fine Arts from the University of Guelph, and an MA Fine Arts from the University of Regina. McGregor is Principal Consultant of McSquared System Design Group in Vancouver, BC.

The Award of Innovation, administered through the University-Industry Liaison Office, and sponsored by the Regina Research Park, rewards and promotes the efforts of researchers involved in the commercialization of their research. Award winners are selected by jury from a group of nominees who must be faculty members, staff or students at the University. Judges considered intellectual achievement, uniqueness and originality, stage of development and degree of commercialization, and the economic and social benefits to Saskatchewan or society in general, in making their decision.

"By bridging the gap between the world of fine arts, and the world of the sound engineering studio, Charlie and Wade have very aptly demonstrated the value of the inter-disciplinary approach this University has adopted toward research," says Allan Cahoon, Vice-President (Research and International) for the University of Regina. "With a potential market including major media production interests around the world, this device has tremendous potential for commercialization. We wish them every success."

Ken Loeppky, General Manager of the Regina Research Park, adds, "We are very pleased to sponsor this inaugural Award of Innovation, and commend Professor Fox and Mr. McGregor for their achievements in this innovative field."

The Award of Innovation includes a monetary award, a trophy and a photo on the new Award of Innovation Wall.

Davey Tree utilizes latest technologies to assess province's power poles

A tree care company founded by North America's first tree doctor has established offices at Innovation Place after three years of operations in Saskatchewan.

Founded in 1880 and headquartered in Kent, Ohio, the Davey Tree Expert Company has expanded its services to offer: tree, lawn and shrub care for residential and commercial clients; a full range of arboricultural and horticultural consulting services; and comprehensive vegetation and wood pole management services for utility companies throughout North America.

An employee-owned company, Davey Tree is proud to have a base in Saskatchewan and have recruited and trained all of the current employees locally.

Davey Tree has expanded into Saskatchewan as a result of a long-term contract with Sask Power, says Doug Soderstrom, Vice-President of Davey Tree Western Canadian utility operations. "Davey Tree has recently completed a contract with Sask Power to do a GPS locate, test and treat, on approximately 50 per cent of the power poles in the province."

There are approximately 1.3 million power poles located across the province, in 32 different districts. Each pole is located and examined by Davey inspectors and electronic data loggers are used to record the poles' GPS coordinates, height, class, pole date, condition and any damage. Inspectors conduct a visual inspection, drill and hammer test in order to detect any voids, decay, bugs or loose hardware. If any damage is located, the inspector has to determine its extent and treat it, or, if beyond repair recommend reinforcement or replacement.

"Davey Tree works closely with Digital Planimetrics, another Innovation Place company, who takes all of the raw data and runs it through several preliminary software programs in preparation for the creation of GIS maps," says Soderstrom.

For more information about Davey Tree Expert Company, check the corporate website at www.davey.com.

upDATES

On the move...

Please note the following changes of address for these tenants of Innovation Place:

- **Integrated Controls** has relocated from 101B - 116 Research Drive to 127A - 116 Research Drive. Contact Murray Guy at (306) 222-5384 or email: mguy@integratedcontrols.ca.
- **Saskatchewan Alfalfa Seed Producers** has relocated from 101K - 116 Research Drive to 127E - 116 Research Drive. Contact Wayne Goerzen at (306) 651-7275 or email: goerzenw@innovationplace.com.
- **Investment Saskatchewan Inc.** has relocated from 101F - 116 Research Drive to 127B - 116 Research Drive. Contact Sheryl Hilash at (306) 933-7315 or email: shilash@cicorp.sk.ca.

Regina Research Park Food Bank Drive a success

The Regina Research Park is pleased to announce the winners of its recent Food Bank Drive:

Winner: University of Regina-University Relations, awarded two tickets to Globe Theatre.

Runner-Up: ISM Canada, awarded Christmas baking tray from Bailey's Catering.

Thanks to everyone who contributed to the success of this fundraising event!

Changes of address or other updates can be directed to: Wonda Kirychuk, Innovation Place, 114-15 Innovation Boulevard, Saskatoon, SK, S7N 2X8, or call (306) 933-6581. Email: wkirychuk@innovationplace.com.

Research University Scorecard for 2003 indicates growth in Saskatchewan

- *U of S included in prestigious "\$100 Million Club"*
- *U of R achieves eighth highest rate of growth in sponsored research income in Canada*

Research Infosource Inc. has published its 2003 List of Canada's Top 50 Research Universities.

In the comparison of Sponsored Research Income generated in 2002, the University of Toronto, Université de Montreal and McGill University placed first, second and third respectively.

The University of Saskatchewan placed 12th, on par with its ranking in 2001. The University of Regina was listed as 27th, compared to its ranking of 29th in the 2001 comparison.

With an estimated \$121.2 million in sponsored research income for 2002, the U of S was included as one of 14 Canadian universities who achieved recognition in the "\$100 Million Club." These leading universities dominated the research income scene by attracting fully 80 per cent of all university research income in fiscal 2002.

Both universities in Saskatchewan attracted 22.4 per cent more sponsored research funding in 2002 when compared to 2001. The University of Regina was among Canada's top ten universities in research income growth. With a 46.1 per cent increase in research funding over 2001, the U of R took the number eight spot, in the Top 10 Universities Ranked by Growth.

Three universities gained Research Infosource's new designation of "Research University of the Year by University Type" for their outstanding performance based on a balanced set of input and output measures. The top-scoring Medical/Doctoral university was McGill University. In the Comprehensive category, the University of Guelph was number one. Tops in the Undergraduate category was Trent University. Half of the 100 possible points were awarded based on financial indicators: total sponsored research income, research income per full-time faculty position, and research income per full-time graduate student. The other half was based on the number of publications per full-time faculty in 5,000 of the world's leading natural, life/health and social sciences journals.

"Research income alone is a rudimentary measure of a university's research performance," says Ron Freeman, CEO of Research Infosource Inc. "Larger universities with more faculty obviously attract more research dollars. Our Research University of the Year scorecard gives a more balanced picture. Universities get points for attracting financial support and points for the research results these funds generate."

The Research Universities of the Year 2003 analysis and methodology are available on the Research Infosource website at www.researchinfosource.com

The Innovation Place Newsletter is published monthly for Saskatchewan's research parks by: the Armstrong Creative Group. For information, call: Jeannie Armstrong at (306) 249-2459, or email: armstrongcreative@shaw.ca

Share your company's latest business achievements, announcements or events of interest with the Innovation Place Newsletter. Please forward information to Wonda Kirychuk at Innovation Place...Fax: (306) 933-8215 or email: wkirychuk@innovationplace.com.