



April 2007

Red hot and green - SEIMA leads the way

Being "green" has become red hot and that's keeping Saskatchewan's environmental industry busier than ever. Just ask Kathleen Livingston, the Executive Director of the Saskatchewan Environmental Industry and Managers Association (SEIMA).

While she's happy to see the growing awareness of the environment as a political issue, Livingston explains, "The Saskatchewan environmental industry is already working flat out. It's been a hot sector in the economy for years." The growing interest in environmental responsibility means many Saskatchewan firms are looking for more people, more capital and more innovation in response to even more market demand. "The industry is looking for innovations that will increase their effectiveness and efficiency," says Livingston. "And of course, talented people."

SEIMA has been around since 1994 — advocating, keeping its members informed of trends, providing networking opportunities and acting as an information resource for environmental practitioners and managers responsible for environmental issues. "We go beyond what might strictly be environmental enterprises to work with environmental managers responsible for mitigating environmental risks and degradation within their company's operations," says Livingston.

Innovation and Opportunity was the theme for SEIMA's 13th annual business expo and trade show held in Regina in early March. This year's event attracted more participants than ever before, with 30 exhibits and two days of presentations. Participants had the opportunity to hear about topics ranging from the province's new oil and gas industry licensing requirements, to the opportunities Saskatchewan might find in Minnesota's energy and environmental initiatives.

The logo for SEIMA, featuring the letters "SEIMA" in a bold, green, sans-serif font. A small yellow and red maple leaf icon is positioned above the letter "I".

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About SEIMA

SEIMA is a provincial association of companies and individuals within the environment industry. Its membership is made up of environmental companies and environmental managers from other industries.

SASKATOON

REGINA

PRINCE ALBERT

Entrepreneurial Centre to serve Saskatchewan

Starting a new business can be exciting and a little daunting. But Saskatchewan entrepreneurs looking for advice can now access all the information and services they need in a one-stop shop. The new Entrepreneurial Centre, on the second floor of the Concourse building at Innovation Place in Saskatoon, is an alliance of six organizations that can provide advice, startup mentorship and funding opportunities.

Ben Voss, CEO of the Entrepreneurial Foundation of Saskatchewan, was instrumental in bringing all the organizations together. "It's the casual interactions that build relationships," says Voss. "By sharing resources like a coffee room and reception area, it will be easier to identify collaborative opportunities and synergies and ultimately align our strategic plans so that we aren't duplicating our services or our efforts."

The increased efficiency is something clients should notice right away. Being referred to another organization within the Entrepreneurial Centre could be as simple as walking across the hall. "While we have been providing funding for innovative agricultural projects, we have noticed that many of our clients were missing managerial expertise or seed money to take their results to the commercialization stage," says Laurie Dmytryshyn, Executive Director of another Entrepreneurial Centre partner, the Saskatchewan Council for Community Development (SCCD). "The organizations within the Entrepreneurial Centre will be able to provide clients with the skills and knowledge for commercializing their projects and bring their innovative projects and programs to reality."

Along with the Entrepreneurial Foundation and the SCCD, the other members of the Entrepreneurial Centre currently include the Business Mentorship Institute (BMI), the Saskatchewan Advanced Technology Association (SATA), the Saskatchewan Angel Investor Network (SAINT) and Furman & Kallio Intellectual Property and Technology Law.

Economic impact worth smiling about



The Minister responsible for Innovation Place, Honourable Eric Cline, Q.C., shares a laugh with client Richard Thorne of Profit Systems Inc. The two were at a celebration to thank clients of the three Innovation Place locations in Saskatoon, Regina and Prince Albert for the growing economic impact they are collectively making on the province.



Close to 100 supporters came out on March 9 for the official opening of the new Entrepreneurial Centre at the Concourse, Saskatoon.

Regina tenant making new tools for farmers

Farmers getting ready for spring have a new tool for keeping track of their crop production and field information. A new software program, called Field Manager PRO, was recently launched by the AgExpert software system of Farm Credit Canada (FCC), a tenant of the Terrace in Regina. Designed specifically for Canadian farmers, the system covers all crop sectors, allowing capability on both a desktop computer and either Microsoft Windows Mobile® or Pocket PC devices.

For more information about AgExpert products and services go to www.agexpert.ca.

Concourse creates caffeinated charm

If you're in Saskatoon looking for a coffee break with a little something extra, you should head over to the rejuvenated Concourse Coffee Lounge. You can still find the usual assortment of Starbucks' brewed coffees, lattes and espressos as well as a whole new range of products being brought on line just in time for spring: from more specialty coffees, to fruit smoothies and slushes made from coffee or tea. To help launch these exciting additions to the menu, free samples will be on offer all afternoon on Wednesday, April 18th. Everyone is invited to stop by and choose a new favorite treat.

The Concourse Coffee Lounge is open from 7:30 am to 5:00 pm Monday through Friday.

Below: Starbucks Certified Barista Pam Flanigan loves creating coffee treats for Innovation Place tenants - and always serves with a smile!



Quick Bits

Saskatoon Administration Office has new location

The Innovation Place Administration Office has moved to Suite 102 in the Galleria building (15 Innovation Boulevard). This new office is just down the hall from our previous location, which is now the Innovation Place Corporate Office.

All inquiries related to property management (i.e. parking permits, access cards, etc.) or marketing/leasing can be directed to the Administration Office at 102-15 Innovation Boulevard, or call 306.933.6295.

New Tenant

Raum Energy Inc

Innovation Place

230 - 111 Research Drive

Saskatoon, SK

"Raum Energy is a research, design and manufacturing firm of small wind turbines for the Canadian marketplace."

24 Hour Relay celebrates 14 years at Innovation Place

Get out your running shoes. On June 16 and 17 Innovation Place in Saskatoon will once again host the Easter Seals 24 Hour Relay. This is the 14th year the event has been held at Innovation Place. Now is the time to get a team together, volunteer or make a pledge. For more information about this community event in support of Saskatchewan's children with disabilities go to www.24hourrelay.sk.ca.

Milestone for Western Ag Labs

Congratulations to Western Ag Labs, which marked its tenth anniversary with a special celebration and conference on March 12, 2007. Western Ag Labs, located at 411 Downey Road in Saskatoon, does the laboratory work associated with the Plant Root Simulator (PRS™) technology. When buried in soil, the PRS™-probe can assess nutrient supply rates by continuously adsorbing charged ionic species over the burial period. Western Ag Labs is a branch of Western Ag Innovations, which developed the novel method for measuring soil nutrient bioavailability.

The staff at Western Ag Labs are happy to look back at the last 10 years and see the value that has been delivered to growers to increase economic yields. They remain committed to their mission of "Getting to the Root of Crop Nutrition" and passing knowledge onto Western Canadian growers.

For more information about Western Ag Labs and Western Ag Innovations, go to their website at www.westernag.ca.

Below: Spring sun warms the Forest Centre building in Prince Albert



SpringBoard - a launch pad for innovation

An investment of more than \$6.2 million from the federal and provincial governments will help researchers, industry and entrepreneurs take their ideas from the lab to the marketplace and increase technology commercialization in Saskatchewan. The funds are being used to establish SpringBoard West Innovation Inc., formerly known as the Technology Innovation Centre, at Innovation Place in Regina.

The funding includes \$3,385,000 from the Government of Canada and the Government of Saskatchewan through the Canada-Saskatchewan Western Economic Partnership Agreement (WEPA), and an additional \$2.85 million through Saskatchewan Industry and Resources Strategic Investment Fund.

SpringBoard will bring together the University of Regina, Regina Regional Economic Development Authority (RREDA), business researchers and entrepreneurs in a collaborative environment that mixes innovation and entrepreneurship. To increase technology commercialization in Saskatchewan, SpringBoard provides services in three areas: technology innovation programming; an entrepreneur in residence program; and technology incubator programming.

Interim chair Randy Brunet said the organization will help fill the void that has existed between ideas and the commercial market. "SpringBoard will help innovators take an idea, turn it into a product and get it to market. Our success will be measured by the number of ideas we move from concept to commercialization."



Honourable Andrew Thompson, Minister of Finance, looks on as RREDA President Larry Hiles addresses the crowd gathered for the SpringBoard announcement at Innovation Place in Regina, April 2.

For more information or to submit an item for **THE scene**, please contact us at:
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www.innovationplace.com