



Access West



Campbell River kids greet ship at the opening of the first-ever Aboriginal-owned cruise ship terminal

The first Aboriginal-owned cruise ship terminal opens

by Jillian Glover

Each year, over a million cruise ship passengers travel within a few hundred metres of Campbell River on their way to Alaska. But in June 2007, Campbell River's ship finally came in.

Thanks to the determination of the Campbell River Indian Band, the

community opened the world's first Aboriginal-owned and themed cruise ship port-of-call, the Wei Wai Kum terminal. The opening celebration was marked by the arrival of Regent Cruises' 700-passenger Seven Seas Mariner.

CONTINUED ON PAGE 11

Western companies vying for billion-dollar defence contracts

by Laura Francis-Lamb

Canadian aerospace and defence companies are vying for multi-billion dollar military contracts in Canada and the U.S. Western Canadian companies are no exception.

Canadian industry to benefit from "Canada First"

Under the Canada First Defence Strategy – a plan to boost the Canadian Forces' ability to independently protect national sovereignty and security – the Department of National Defence (DND) will purchase an estimated \$17.1 billion worth of equipment and support over the next three years.

CONTINUED ON PAGE 4



Access West

Fall 2007

Access West is published by Western Economic Diversification Canada.

Editor

access.west@wd.gc.ca
613-954-9438

WD Offices

British Columbia

Suite 700, 333 Seymour Street
Vancouver, B.C. V6B 5G9
604-666-6256

Alberta

Suite 1500, Canada Place
9700 Jasper Avenue
Edmonton, AB T5J 4H7
780-495-4164

Suite 400, Standard Life Building
639 - 5th Avenue SW
Calgary, AB T2P 0M9
403-292-5458

Saskatchewan

P.O. Box 2025, Suite 601
119 - 4th Avenue South
Saskatoon, SK S7K 3S7
306-975-4373

Manitoba

P.O. Box 777, Suite 712
The Cargill Building
240 Graham Avenue
Winnipeg, MB R3C 2L4
204-983-4472

Ontario

Suite 500, Gillin Building
141 Laurier Avenue West
Ottawa, ON K1P 5J3
613-952-2768

Disponible aussi en français

ISSN 1495-6802 (Print)
ISSN 1495-6543 (Online)



MESSAGE FROM *The Honourable Rona Ambrose*

What do you get when you combine the energy of entrepreneurs with the creative genius of scientists? Spartan apples, Canola oil, Marquis wheat and the world's first bus powered by hydrogen fuel cells – products that impact people and industries all over the world. This innovative spirit has placed Western Canada at the forefront of global research and development.

Maintaining that momentum is essential in today's increasingly complex global market, where science and technology commercialization are vital to improving our environment, health and competitiveness.

Canada's national Science and Technology Strategy is laying the foundation for an economy based on innovation. In the West, Western Economic Diversification Canada (WD) supports the strong research capacity and entrepreneurial drive of westerners, acting as a catalyst for projects that stimulate sustainability and growth.

WD's investments build on partnerships among all orders of government, industry and research institutes with projects such as the first-ever Aboriginal owned and themed cruise ship terminal in Campbell River, and the University of Calgary's revolutionary neuroArm that is transforming brain and spinal cord surgery.

WD is proud to acknowledge the enormous contribution of entrepreneurs and businesses to Canada's prosperity during Small Business Week – and every other week.

Through our partners in the Western Canada Business Service Network, WD provides entrepreneurs with the services and advice they need for business success. Our micro loan program, delivered in partnership with financial institutions in cities across the West, help higher risk startups access the funding needed to realize their potential.

In building a stronger West, we are building a stronger Canada.

*The Honourable Rona Ambrose, P.C., M.P.
President of the Queen's Privy Council
for Canada,
Minister of Intergovernmental Affairs and
Minister of Western Economic
Diversification*

Editor's Note We're 20 years old!

In August, WD celebrated 20 years of helping grow and expand Western Canada's economy. Since its establishment in 1987, WD has invested over \$4 billion in the West toward projects that act as a catalyst for a more robust and diversified economy.

We value your input. Email us at access.west@wd.gc.ca with your comments and suggestions.



Alberta leads trade mission to California

By Loreen Lennon

Accompanying her provincial counterparts on the Alberta-led trade and investment mission to California in June, WD Minister Rona Ambrose spent four days in San Francisco immersing herself in the entrepreneurial energy of Silicon Valley while promoting the advantages of investing, living and doing business in Alberta, and the West.

“California has clearly set the international standard in developing, financing and commercializing new technology, so there is much we can learn from each other,” said Minister Ambrose.

Addressing a luncheon audience of about 100 at SRI International – an independent, not-for-profit research institute – Minister Ambrose spoke of commercializing innovation through partnerships and shared Canada’s new national Science and Technology (S&T) Strategy.

This was WD’s third time participating in the Alberta mission – the first with a federal minister participating – and members agreed it was a powerful learning and partnership-building opportunity. Together, Minister Ambrose and Alberta’s Advanced Education and Technology Minister, Doug Horner, sought to learn more about the California “ecosystem” that has been instrumental in creating and growing technology companies.

At a WD-hosted stakeholder dinner, local high-tech industry representatives and entrepreneurs shared their expertise on commercialization

and business growth. U.S. venture capitalists expressed their enthusiasm for Canada’s Centres of Excellence, underlining the importance of talent and good management in attracting investment. They also underscored Canada’s need to strengthen its culture of entrepreneurship and build its fund-management expertise.

According to Minister Ambrose, the joint mission was a success on several counts: it promoted collaboration between innovators on both sides of the border; WD and the Government of Alberta strengthened links with each other and with California venture capitalists, business leaders and Canadian expatriates; and it provided insight into implementing the S&T Strategy.

By bringing their message directly to California, mission organizers expect local interest in investing in Western Canada’s red-hot innovation and advanced technologies sectors to heat up. ■



Marc LePage, Canadian Consul General to San Francisco / Silicon Valley, Minister Ambrose and Alberta Minister Doug Horner at a special Canada Day celebration hosted by the San Francisco Consulate General.



National S&T strategy a blueprint for a more competitive West

Prime Minister Harper recently released a new national Science and Technology Strategy that lays the foundation for a more competitive and innovative economy.

Entitled *Mobilizing Science and Technology to Canada's Advantage*, the strategy creates the lowest tax rate on new business investment in the G-7 as well as reduce personal income tax to ensure Canada attracts and retains highly skilled workers. It also maintains Canada’s G-7 leadership in public R&D performance and ensure our universities have leading-edge research equipment and facilities so they remain among the world’s best.

To support the S&T strategy in the West, WD is partnering with the provinces, industry and research institutions in areas where the region has the potential to be world-class leaders – such as information and communications technology, health and life sciences, and natural resources and energy.

For more information, visit www.ic.gc.ca/s&tstrategy. ■



CONTINUED FROM COVER

Canada and U.S. Defence purchases mean big business

Major purchases already underway include Boeing C-17 strategic airlift aircraft and Chinook medium- to heavy-lift helicopters, Lockheed Martin C-130J tactical airlift aircraft, new trucks for the Army and a new fleet of supply ships for the Navy.

Not only does Canada First mean a stronger, more self-reliant and combat-capable armed forces, it also means enormous benefits to Canadian industry. Government “Industrial and Regional Benefits” (IRB) policy requires contractors to do business in Canada, ensuring Canada gets extra value for money spent in the form of industrial and regional investments.

WD – connecting the key players

In the West, companies are competing for contracts and WD has a key role to play. WD is working with other federal departments, provincial governments, industry associations and firms to connect potential prime contractors with western companies, and to ensure the interests of western industry are taken into account at every stage of the bid process.

WD is on the ground working with western companies to maximize their participation in Canada’s airlift fleet and



Canada’s acquisition of four Boeing C-17 Globemaster III planes, at a contract value of \$3.4 billion, means substantial benefits to Canadian industry.

PHOTOS COURTESY OF BOEING

helicopter purchases. This summer, WD organized a mission to the U.S. to link western Canadian companies with U.S.-based Boeing and Lockheed Martin.

Vic Gerden, Executive Director of the Manitoba Aerospace Association, knows the value of networking as part of maximizing opportunities and expanding Manitoba’s aerospace industry.

“Visits to Boeing and Lockheed Martin allow us to showcase our province’s capabilities,” said Gerden. “With these large U.S. companies looking to do business in Canada as part of their bid, we’re working with WD to ensure that Manitoba and western Canadian companies are well positioned to win contracts associated with these major national procurements.”

THE U.S. DEPARTMENT OF DEFENSE MET WITH 30 CANADIAN COMPANIES, OF WHICH 11 ARE BASED IN THE WEST:

- ADVANCED COMPOSITE (MB)
- AERIAL 51 LTD. (AB)
- DYCOR TECHNOLOGIES LTD. (AB)
- GENERAL DYNAMICS (AB)
- ITRES RESEARCH LTD. (AB)
- MISSION CRITICAL SYSTEMS (AB)
- MOUNTAIN POWER INC. (BC)
- NAVIFORM CONSULTING INC. (BC)
- PANVION (AB)
- SED SYSTEMS (SK)
- VX TECHNOLOGIES (AB)



Major prime contractors came to Canada too, looking for potential suppliers to partner with and fulfil their industrial regional benefit obligations. SNC-Lavalin Profac Inc. and ThyssenKrupp Marine Systems AG, the two industry teams qualified to compete for the \$2.9-billion contract to design the fleet of three new Navy support and supply ships, looked to WD for help in the western Canadian leg of their search.

WD assisted the companies by identifying suppliers and by providing logistical support in their tours of the West. Tour stops for SNC-Lavalin covered all of Western Canada, while ThyssenKrupp targeted their visit to B.C. ■

U.S. Defence scouring Canadian industry offerings

With a military budget of nearly US\$440 billion earmarked for 2007, the United States Department of Defense has almost unimaginable buying power – presenting an incredible economic opportunity for its ally to the north.

Over the summer, the U.S. Department of Defense's Comparative Technology Office (CTO) conducted a Foreign Comparative Testing Tour across Canada, looking to learn about Canadian industry capabilities, and to test and evaluate Canadian technologies. In the West, their tour included a stop in Calgary, where CTO representatives met with 11 companies.

WD played a key role in making the tour a reality, providing logistical support and working with Canada's Department of National Defence to identify companies of interest to the CTO.

One of the companies, Mission Critical Electronic Systems Inc, opened its doors in early 2007 and is already taking off. A small Calgary-based operation, the company specializes in vision enhancement technology and has invented unique binoculars that allow users to see clearly in extreme conditions like sandstorms, fog, heat haze and snow.

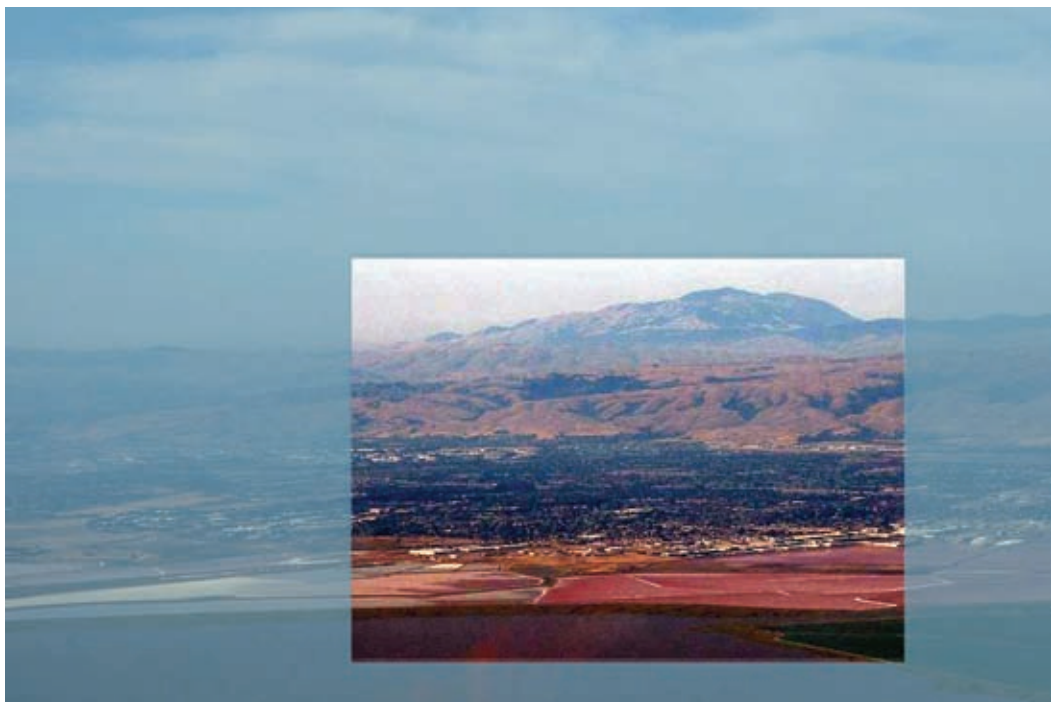
"By luck so far, word is getting out that we have a technology that's doing the job better than what's currently out there," said Mission Critical president Sean Randle. "The U.S. comparative testing tour was a great opportunity to spread the word further and get our technology out into U.S. markets. WD was a great help in making that happen." ■

Western aerospace industry taking flight

Canada's aerospace industry is the fourth largest in the world, behind only the United States, Britain and France. With annual revenues upwards of \$3 billion, Western Canada's aerospace industry accounts for 14 per cent of Canada's \$22-billion industry performance.

Many western companies have already made inroads into the defence sector, including Winnipeg's Standard Aero, which has conducted significant business with the U.S. Air Force, and Saskatoon's SED Systems, which count Lockheed Martin and Boeing among their clients.

(Data based on the 2006 KPMG study, *Competitive Alternatives*)



Mission Critical, a Calgary-based company with fewer than 20 employees, hopes to link its unique vision-enhancement binoculars with lucrative U.S. Department of Defense opportunities. Shown above is a view that has been enhanced using their technology.



NeuroArm heralds new era in brain surgery

by Loreen Lennon

Like its big brother the Canadarm, the University of Calgary's breakthrough MRI-compatible surgical tool will never replace human touch.

But neuroArm can, and will, certainly strengthen the accuracy and safety of brain and spinal cord surgery just as Canadarm improved the accuracy and safety of space exploration. The neuroArm is a system for robot-assisted

surgical procedures that combines magnetic resonance imaging (MRI) technology with Canadian robotic expertise perfected in the Canadarm.

A world's first, neuroArm has two manipulators that mimic human hands, enabling surgeons to perform highly intricate surgical procedures on the human brain and spinal cord remotely. This unique technology also has the potential to extend a surgeon's career.

Garnette Sutherland, neuroArm project leader says, "Rather than stand over a patient's head for hours at a time – fighting off tremor and stifling sneezes – neurosurgeons will soon be able to sit in front of a bank of computer screens and manipulate a device that looks like a joystick."

Launched this spring after more than six years in development, the \$27 million robot is the culmination of a partnership between the university, the Calgary Health Region, the Province of Alberta, private donors and businesses, and WD.

WD's \$3 million investment enabled the crucial early planning and design of the project, setting the stage for the remaining support to build this one-of-a-kind machine and create a comprehensive medical robotics program.

The university says neuroArm and iMRI technologies provide a unique platform essential to attracting, training and retaining highly qualified people. With MR enhanced imaging capabilities and the neuroArm precision, there is great potential for technology commercialization. It is expected that further technologies and tools offering improved functionality, accurate diagnostics, less invasive intervention, and enhanced physician performance will be developed in the region.

Complex brain surgeries using the neuroArm will begin this summer at the Foothills Hospital in Calgary. Currently in clinical trials, neuroArm is expected to go to the global market once the prototype is approved by Health Canada. ■



Dr. Garnette Sutherland, Professor of Neurosurgery at the University of Calgary and neuroArm project leader, demonstrating the neuroArm technology.

PHOTO CREDIT: JASON STANG



New simulator to launch careers of B.C. aerospace students

by Karl Yeh

Students and companies in British Columbia's aerospace industry will have a significant advantage with FIRSTplus, a leading edge Air Traffic Control training tool offered at the British Columbia Institute of Technology (BCIT).

The platform, purchased with \$2 million from WD, will give BCIT the capacity to help meet the growing demand for highly skilled workers and advanced air traffic management programs. WD funding will also enable research to extend the FIRSTplus platform to other potential applications, such as homeland security, major event security and disaster preparedness.

BCIT will be the first post-secondary institution in Canada – and one of the few in North America – to offer 3D visual tower simulation technology.

“The addition of the FIRSTplus tower simulator at BCIT will provide students and industry partners with access to one of the most advanced air traffic management simulation tools available today,” said Lane Trotter, Dean of BCIT's School of Transportation.

“This sophisticated simulator will give students a sense of real world situations in a tower, terminal radar and enroute environments; situations that will be critical to the new programs being developed at BCIT.”

FIRSTplus includes a virtual control tower with an out-of-the-window display, and a virtual radar simulation that

mirrors both enroute and terminal air traffic control environments.

The investment is part of BCIT's new Air Traffic Management and Integrated Security Simulation Laboratory (ATM Lab). The lab will provide benchmark training and accreditation programs, and lead to new commercial applications that enhance pilot training, airport operations and perimeter security.

The ATM Lab will be located in BCIT's new 300,000 square foot Aerospace Technology Campus at Vancouver's International Airport. It will be the showcase laboratory as part of the campus's new Security Transportation and Research Initiative. For more information about the lab, visit www.bcit.ca/transportation/aerospace/. ■



Raytheon's FIRSTplus tower simulator.

PHOTO COURTESY OF RAYTHEON COMPANY

The aerospace sector is emerging as British Columbia's newest economic driver. Over 30 aerospace firms have taken up residence in the province, including: MacDonald Dettwiler & Associates, Avcorp Industries and Kelowna Flightcraft. All orders of government and various academic institutions have invested a combined \$25 million to help grow the industry. As a result, the aerospace sector is establishing a foothold in the B.C. economy, employing more than 4,000 people and generating over \$650 million annually.

– Aerospace Industries Association of Canada Annual Report 2006



Present at the BCIT contract signing are, standing left to right, Lane Trotter, Dean, BCIT School of Transportation; Craig Fulton, WD; Kandice Johnson, WD; and Lawrence Melen, Raytheon. Seated (left to right) are Nina Leemhuis, Chief Financial Officer, BCIT; and Maryann King, Director of Surveillance and Technology, Airspace Management and Homeland Security, Raytheon.



University-business partnership putting Lethbridge on the map

by Loreen Lennon

Beyond the obvious success in developing practical applications for his satellite imaging technology, what the president of Iunctus Geomatics likes most about his partnership with the University of Lethbridge in the Alberta Terrestrial Imaging Centre (ATIC) is how it's affecting his town.

"ATIC is putting Lethbridge on the map, so to speak, and changing the city's dynamics," says Ryan Johnson, Iunctus president. "This is a world-class centre and we're creating new jobs and new

economic benefits, and that makes a positive difference in a city of this size."

Located at the University of Lethbridge, ATIC is a not-for-profit entity that has taken Iunctus data and is developing attractive commercial applications that were beyond the scope of Johnson's geomatics business. WD invested over \$2.7 million in the partnership to help it start and grow.

ATIC supplies its primarily academic customer base of more than 70 research institutions across Canada with uniquely high quality data and satellite images. The centre also intends to develop and license intellectual property, as well as provide services and products to private and government organizations.

The centre uses Johnson's unlimited access to state-of-the-art satellite imaging databanks to develop new and improved applications in information technology and data management. Johnson calls them "tools for growth" to solve real-life problems.

He says the centre can use the remote sensing tools and the information they provide to offer governments and business the means to better manage our natural resources, our water and the environment.

"What's new is that in seeking solutions everyone can view the same information at the same time and avoid costly misunderstandings," says Johnson.

The installation of ATIC's satellite receiving station marked a first in North America for this type of technology. ATIC, a partnership between Iunctus Geomatics and the University of Lethbridge, will bring world-class SPOT satellite imaging to Lethbridge for commercial and research use.

PHOTO COURTESY OF IUNCTUS

Johnson says terrestrial imaging information could play a part in such diverse activities as national security and livestock management. He points to some other examples of important potential applications, including:

- Tracking the movement of the pine beetle infestation to assess risk and issue alerts
- Monitoring water flows between Canada and the United States
- Tracking climate changes.

As a local boy happy to be making good in his hometown, Johnson emphasizes the importance of his partnerships with academia and, through ATIC, with the Government of Canada in facilitating his success. When he realized Iunctus wasn't equipped to take advantage of the potential for innovation, he found the University of Lethbridge ready and able to provide research and expansion capability. With the help of funding partners – WD and the Province of Alberta – ATIC was born.

Since the advent of Google and an increasingly Internet-literate public, Johnson says many more people now understand satellite imagery and what he does, but he is often questioned by his international customers, why Lethbridge?

"I tell them it's because we're building a Centre of Excellence for the new economy in Western Canada and I want to be here to help it happen." ■





Plan moving forward to grow Saskatchewan's bio-sciences cluster



Saskatchewan can become a national and global leader in the life sciences sector by focusing on bio-fuels and bio-products, nutrition, health and wellness, says a report released by the Conference Board of Canada.

The report, *Building Saskatchewan's Bio-Economy: A Life Sciences Strategy*, states that roughly 10 per cent of Canada's 530 life sciences companies are based in Saskatchewan, which leaves plenty of room for growth in the sector.

Ag-West Bio Inc. commissioned the strategy with \$23,000 from WD to help build on the province's existing comparative advantage and accelerate the growth of its bio-based industries.

The result was 20 recommendations on how to go about developing the industry with a focus on two key sectors where the province already has infrastructure in place: bio-fuels and bio-products, and nutrition, health and wellness.

"A huge number of products produced today require plastics and composites derived from non-renewable resources

like petroleum," said Ag-West Bio's president and CEO, Dr. Ashley O'Sullivan. "Saskatchewan's access to renewable resources provides a variety of environmentally friendly feedstocks that will ensure the province maintains a strong and sustainable position in the global bio-economy."

Already, Ag-West Bio is moving ahead to put the recommendations into place. Dr. O'Sullivan and the organisation's steering committee are working to establish an industry-led bio-fuels and bio-products centre that will enable world-leading bio-product research and commercialization.

"We are building a business case and moving forward with stakeholders to establish the Centre," he said. "The challenge will be coordinating all the companies in the industry to work together on a common goal."

For a copy of the report and more information on how Ag-Bio West is working to grow Saskatchewan's bio-economy, visit www.agwest.sk.ca. ■

THE PRODUCTION OF BIO-FUELS AND BIO-PRODUCTS, SUCH AS ETHANOL AND ANIMAL FEED, PROVIDES THE OPPORTUNITY TO INCREASE THE REVENUE FOR PRIMARY PRODUCERS, IMPROVE THE SUSTAINABILITY OF RURAL COMMUNITIES, CREATE NEW HIGH-VALUE JOBS AND HAVE A POSITIVE IMPACT ON THE ENVIRONMENT.

– BUILDING
SASKATCHEWAN'S
BIO-ECONOMY: A LIFE
SCIENCES STRATEGY



Ethanol is a clean-burning fuel alcohol that can be blended with gasoline to ease demand on fossil fuels. Saskatchewan is home to one of the largest operating wheat-based ethanol plants in the country.



Eureka!

by Lee Gregg

Ever have a terrific high-tech idea but discover that your basement or garage is not the ideal place to launch it? Welcome to the eureka project, Smartpark's high-tech start-up business incubator.

Located next to the University of Manitoba, Smartpark members are "Building a Community of Innovators." Part of their vision is to support high-tech innovation and entrepreneurship in the areas of information and communications technology, engineering and advanced materials, health and biotechnology, agricultural and nutritional sciences, and environmental solutions.

One resident company, SMT Research, Ltd. (www.smt-research.com), performs research and development in civionics – the science of meshing electronics with the design of civil structures. Products include remote-measuring units capable of interfacing with a variety of indoor air quality sensors to monitor CO2 levels,

and a system that detects and locates the first signs of water penetration through a building's envelope (walls, windows, doors, etc.). The moisture detection and monitoring system is being used as a preventative measure in B.C. to deal with the leaky condo situation, which will reach an estimated \$2 billion in water damages – SMT also applies the same monitoring technology to roof systems.

"We are working closely with Manitoba Hydro to install the system on their green roof," said Gamal Mustapha, President of SMT Research. "Buildings with a green roof require a method to detect leaks without having to destroy the garden."

"There are many benefits of being part of the eureka project," added Mustapha. "Its location makes it easier to access resources and take advantage of the synergy created between the university and private industry located at Smartpark. There is also synergy between the companies in the incubator,

THERE ARE MANY BENEFITS OF BEING PART OF THE EUREKA PROJECT. ITS LOCATION MAKES IT EASIER TO ACCESS RESOURCES AND TAKE ADVANTAGE OF THE SYNERGY CREATED BETWEEN THE UNIVERSITY AND PRIVATE INDUSTRY LOCATED AT SMARTPARK.
– GAMAL MUSTAPHA, PRESIDENT OF SMT RESEARCH.

and the director who oversees the eureka project has a lot of experience and contacts to move products from conception to commercialization."

Opened in 2006, the eureka project is currently home to eight high-tech companies involved in research and development of nutraceuticals, airship technology, interactive learning resources and software. The incubator provides expert feedback from the business community, networking events, flexible space options, IT support, intellectual property advice from the university's Technology Transfer Office, and hands-on assistance with developing business, financing, and marketing plans.

Smartpark is an initiative supported by WD. For information on the eureka project, visit www.eurekaproject.ca. ■



Roof installation of SMT's moisture detection and monitoring system.

PHOTO COURTESY OF SMT RESEARCH, LTD.



CONTINUED FROM COVER

New terminal to attract major cruise lines

Owned and operated by the Campbell River Indian Band, this \$24.5 million terminal brings long-term economic benefits to Campbell River and the entire regional economy. The Wei Wai Kum terminal is projected to create over 200 jobs and generate \$11.4 million annually.

WD provided \$3.2 million to the terminal. Other financial support came from Indian and Northern Affairs Canada, the Province of British Columbia and the City of Campbell River.

“It’s just unbelievable to see this ship dock here. Everybody said it wouldn’t happen and it’s just so nice to see it happen,” said Jodee Dick, economic development officer for the Campbell River Indian Band who worked on establishing the Wei Wai Kum terminal for over five years.

“The Campbell River Indian Band is extremely excited to welcome our first ship and to see our cruise ship vision come to reality,” said Chief Robert Pollard. “This is not just a great day for the Campbell River Indian Band but for the City of Campbell River and surrounding communities.”

A visit to the Wei Wai Kum terminal promises a distinctly Aboriginal experience. Upon arrival, visitors see a traditional village complete with totem poles and a Big House, providing a window into Laichwiltach history and culture.



Aboriginal drummers and dancers at the Wai Kum terminal offer visitors a uniquely Aboriginal experience.

Visitors disembarking from the ship are met by greeters and dancers and hear the sounds of drums echoing throughout the passage. The marketplace area provides an opportunity to taste traditional foods and make purchases from local artisans and craftspeople. A traditional carving shed gives onlookers a first-hand look at First Nation carvers in action. Visitors who book the Big House shore program can watch dances performed at the Laichwiltach potlatch ceremony, learn the history of the Big House and savour traditional barbecued salmon.

A variety of shore packages also give passengers a chance to get beyond the terminal for First Nation experiences and adventures, arts and culture, fishing, wildlife viewing, sightseeing adventures, golf and educational tours.

The Regent Seven Seas Cruise Line has scheduled four stops at the Wei Wai Kum Terminal on its 2007 Alaska Cruise run. Regent is already making plans to book four more stops in 2008. The Campbell River Indian Band is also in discussions with other major cruise lines to make Wei Wai Kum Terminal a port-of-call for their cruise ships. ■



La Vision des visions

by Lee Gregg

Advancing economic development, developing youth entrepreneurial activities and strengthening economic ties between Manitoba's Francophone communities with those of the Bas-Rhin region of France and Belgium will continue with \$2.25 million from WD and the Province of Manitoba through the Canada-Manitoba Economic Partnership Agreement.

The investment, to be managed by the Economic Development Council for Manitoba Bilingual Communities (CDEM), will build on the community economic progress plans developed in 2004-2005. Through this exercise, CDEM created an overall plan, *la Vision des visions*, in which sector specific opportunities in agriculture, health and tourism were identified for strategic development.

"These initiatives are important to help stimulate economic growth in Manitoba's Francophone communities and allow them to flourish," said Denis Tétrault, President of CDEM. "In addition, stronger Francophone communities are a boon to the provincial economy and a clear demonstration of the value-added of bilingualism in our province."

Economic development projects championed by CDEM include the St. Malo Resort, La Broquerie Business Centre, Notre-Dame-de-Lourdes industrial park, and the St. Léon Interpretation Centre. As well, CDEM continues to build on the CDEM-sponsored missions Manitoba companies made to Europe by organizing visits for French and Belgian business owners interested in investment opportunities in Manitoba.

STRONGER FRANCOPHONE COMMUNITIES ARE A BOON TO THE PROVINCIAL ECONOMY AND A CLEAR DEMONSTRATION OF THE VALUE-ADDED OF BILINGUALISM IN OUR PROVINCE.

– DENIS TÉTRAULT, PRESIDENT OF THE ECONOMIC DEVELOPMENT COUNCIL FOR MANITOBA BILINGUAL COMMUNITIES (CDEM).

The summer of 2007 saw CDEM once again coordinating a Youth Entrepreneurship Camp, where youth learned how to organize and run their own small business with help from the Conseil de la Coopération de la Saskatchewan. Youth integration is essential to the economic development of bilingual municipalities and CDEM's goal is to create awareness about the potential of entrepreneurship and the benefits of being one's own boss.

Today, CDEM works with 16 rural communities to build capacity within the Community Development Corporations; undertake feasibility studies, market research and business planning; and provide a variety of services to support start-up projects. ■

Francophone youth enjoy Camp Jeune Entrepreneur, creating their own silk-screen lingerie and selling them at the Saskatoon Fringe Festival.

PHOTO COURTESY OF CDEM





Recycling centre expands

by Colleen Gnyp

Saskatoon's Cosmopolitan Industries Ltd. recycles over 75 per cent of newspapers dropped in the 230 bins on the city's 90 depot sites. Executive Director Peter Gerrard says that the norm for newspaper recycling is about 60 per cent.

With a staff of 120, Cosmo employs and provides programming for over 400 adults with intellectual disabilities.

WD provided \$475,000 through its Saskatoon Urban Development Agreement to expand Cosmo's paper recycling facilities. The additional 10,000 square feet of floor space will increase efficiency, recycling capacity and, with less congestion, improve employee safety.

Gerrard says they will move from having one paper sort line to two.

"We will be able to accommodate

more staff and program participants as each belt will have variable speeds that can be adjusted to the expertise on the line," he says. "This will allow our program participants to be fully engaged in the sorting process."

In the recycling industry, a good quality sort improves sales.

"Cardboard is a worldwide commodity," Gerrard says. "With the expansion, we hope to recycle more cardboard and increase revenue." ■



Staff and participants of Cosmo's special program for people with disabilities applaud news of the expansion of the recycling plant.

The Green technology behind Calgary power

by Loreen Lennon

In a province known for its oil-fuelled economy, Calgary is combining green technology with natural resources to fuel its own downtown core.

With a typically western pioneering spirit and \$20 million in federal-provincial funding under the Canada-Alberta Municipal Rural Infrastructure Fund, the City is installing a "green"

heat and power energy system in its city centre.

In the current Phase I of the Calgary Downtown District Energy System, heat generated by natural gas-fired engines will be distributed to buildings in the downtown core and then used again to drive generators to provide electricity. This value-added efficiency is expected to result in significant greenhouse gas reductions.

A combined heat and power co-generation energy plant will be located further from the city centre in a proposed Phase II that is expected to be complete by 2010.

Technology of this kind is not yet in widespread use in this country, making Calgary a western Canadian leader in its development, says Calgary mayor, Dave Bronconnier.

When complete, in addition to generating electricity, the district energy system will also provide space heating and cooling services through underground piping to existing buildings and new developments.

"It's a very positive leap forward for the environment, and demonstrates what can be done when there is commitment to a green future by federal, provincial and municipal governments," says Bronconnier. ■



Infrastructure – Building a stronger West

by Loreen Lennon

Communities across the West are building better roads, bridges, water treatment plants and recreational facilities with the help of the Municipal Rural Infrastructure Fund – MRIF for short. This national cost-sharing program is meeting the need for modern and greener infrastructure in a growing economy.

Delivered federally by WD in the West, MRIF is creating a winning environment for growth, competitiveness and economic diversification. Projects funded under MRIF are cost-shared among federal, provincial and local governments to support priorities such as water and wastewater treatment as well as community centres.

“Canada’s New Government made a fundamental commitment to long-

term and predictable funding for infrastructure through the Building Canada initiative,” says Rona Ambrose, Minister of Western Economic Diversification. “By investing in our local community infrastructure – roads, recreation facilities, clean air and water – we ensure our communities continue to attract investment, and remain great places to live, work and play.”

Over its five-year lifespan, MRIF will see over \$686 million invested in rural and urban community infrastructure across the West. Since 2005, more than \$148.6 million in federal-provincial funding has been announced for 178 MRIF projects, ranging from green infrastructure such as sewage and water treatment plants, to road and bridge construction, to the renewal or expansion of recreation facilities.

A primary focus of the program is green infrastructure. Eco-friendly developments such as Calgary’s innovative Downtown District Energy Project; the Dauphin Arena Eco-Chill Ice System, and the new, regular low-fare transit for residents of the Municipal District of Big Lakes are a few of the projects that are helping decrease energy needs and air pollution. Many smaller communities are benefiting from improved drinking water and environmentally safer wastewater systems as well as environmentally friendly recreation facilities that will last for generations to come.

It all adds up to a better quality of life for western Canadians.

For more information on federal infrastructure programs in the West, visit www.wd.gc.ca/ced/infrastructure. ■



SaskTel Sports Centre upgrades

In September 2006, the Canada-Saskatchewan MRIF announced \$300,000 to complete Phase 3 of the SaskTel Sports Centre in northeast Saskatoon. Phase 3 includes constructing the outdoor Path of Champions walkway, donor recognition wall, an elevated press box for coaches, officials and media, and aluminium bleachers. The \$15-million sports centre’s four soccer fields make it one of the largest indoor soccer parks in Canada. It also houses two hard surface fields that host a variety of other activities, including volleyball, lacrosse, baseball and gymnastics. ■

An aerial view of the newly renovated SaskTel Sports Centre



(l to r) Myler Savill, Reeve of the MD of Big Lakes; John Brodrick, Mayor of the Town of High Prairie; Melissa Blake, Mayor of the Regional Municipality of Wood Buffalo; Pearl Calahasen, MLA for Lesser Slave Lake; Brian Jean, MP for Fort McMurray–Athabasca at a \$4.8 million Canada-Alberta MRIF announcement that included \$3.3 million for an Urban Road Rehabilitation Program for Wood Buffalo.

Fort McMurray road repairs

The oil boom in Northern Alberta has been a bust for the transportation infrastructure in the Fort McMurray region. Much-needed repairs will be made this year as a result of a \$3.3 million Canada-Alberta MRIF investment. Kicking off a 10-year rehabilitation program to upgrade and extend the life of the existing paved network, the repairs will reduce congestion, improve safety, and even benefit the public transit system directly with fuel savings and lower operating costs as a result of the smoother roads. ■

System improvements mean safer water supply in Turner Valley

Residents of Turner Valley will have access to better drinking water with the help of a \$1.7 million federal-provincial MRIF investment. This green project will construct a new sanitary main, a river crossing and two lift stations that will serve the Southwest portion of the town and eliminate septic fields beside the Sheep River water wells – the town’s source of drinking water. The new sanitary main will divert wastewater to the municipal sewage treatment plant and reduce the risk of toxins entering the water system. The project will also protect the Sheep River and the area’s ecosystem from contamination. ■

OVER ITS LIFESPAN, MRIF WILL SEE OVER \$686 MILLION INVESTED IN INFRASTRUCTURE ACROSS THE WEST.

Pilot Mound community members enjoying a break during construction of their new Millennium Recreation Complex, funded under MRIF.



New Millennium Recreation Complex for Pilot Mound

The community of Pilot Mound is so passionate about building a new recreation complex, they traveled 800 kilometres to Sundance, Manitoba, to disassemble and move an existing structure back to their town.

Constructed with the help of \$855,000 through the Canada-Manitoba MRIF, the facility will house an ice arena, three-sheet curling rink, cultural centre and fitness centre once complete. Pilot Mound’s innovative approach reduced their project costs by approximately \$1 million. ■



Small Business Week 2007

A world without boundaries, open to new markets

October 14 to 20 is Small Business Week, an annual celebration organized by the Business Development Bank of Canada (BDC) to pay tribute to Canadian entrepreneurs.

As the source of nearly half of all jobs in the region, small- and medium-sized businesses play a vital role in the West. That's why we make it one of our top priorities to encourage entrepreneurship as part of a competitive and expanded business sector.

To grow and succeed in today's global economy, entrepreneurs need access to capital, business information and advice. WD provides these and other services through its partners in the Western Canada Business Service Network, which offers over 100 points of service across the West. For more on the many services available through the Network, visit www.canadabusiness.ca.

WD is proud to join the celebration as a partner with the BDC and as a long-time supporter of entrepreneurship in the region. ■



A WORLD WITHOUT BOUNDARIES
open to new markets

BDC Small Business Week® is a unique opportunity to **network**, exchange **innovative ideas** with other Canadian entrepreneurs, and to **learn** and **explore** through conferences, trade-fairs, seminars, workshops and business luncheons nation-wide.

1-888-INFO BDC
www.smallbusinessweek.ca

BDC Small Business WEEK®
Oct. 14 • 20 2007

Access to risk capital

by Halona Padiachy

Obtaining financing for a new venture can be a harrowing experience for startup companies and small business owners.

That's why WD teamed up with financial institutions across the West to offer financing solutions through its micro loan programs. The programs improve access to financing available to higher risk small and start-up businesses in the Vancouver, Victoria, Edmonton, Saskatoon and Winnipeg areas that do not qualify for regular business loans.

In 1997, WD signed the first micro loan agreement with Vancity. Since that time, the program has grown to include Coast Capital Savings, Servus, FirstSask, and Assiniboine. Over the last 10 years, 2,155 businesses across the West have received a total of \$28.8 million in financing.

Loans of up to \$35,000 are available for a variety of projects, including

OVER THE NEXT FOUR YEARS, \$14.3 MILLION IN LOANS WILL BE AVAILABLE THROUGH THE FINANCIAL INSTITUTIONS TO SMALL AND START-UP ENTERPRISES, LEVERAGED WITH UP TO \$2.6 MILLION FROM WD.

research and development, marketing, market development, pre-commercial and commercial product or service improvement, or as working capital.

If you're looking to start or expand an existing business, visit www.wd.gc.ca/finance/xnetwork_e.asp for more information on WD's loan and investment programs. ■

Loans feed growing appetite for Urban Carnivore

by Cameron Zimmer

With a passion for animals and over a decade of experience breeding German Shepherds, progression into the raw pet food market seemed a natural next step for Saskatoon-based entrepreneurs Brenda and Dennis Hagel.

They started the Urban Carnivore, which specializes in frozen raw pet food made from naturally raised, hormone- and antibiotic-free livestock, in 2003.

With the help of several loans under the FirstSask Credit Union Micro Loan program, the Hagels started their business and made it grow.

"We were a perfect dovetail for the program requirements," says Dennis.

The micro loans have helped the Hagels meet a range of business needs, from purchasing a new freezer compressor to building a new 5,000-square-foot facility in Saskatoon's north industrial area.

Today, Urban Carnivore employs several people and supplies hundreds of retailers nationally. The Hagels have diversified their business interests as well; their latest micro loan was used to develop a unique equestrian facility south of Saskatoon, which offers boarding, pastures, stabling and riding arenas. ■



Micro loan has major impact on Part Time Ninja

by Tom Wakefield

When the time came to start her own business, Ronnie Lee Hill drew on her digital arts background and vision for a funky line of ninja-themed children's clothing.

Despite her unique business concept, traditional lenders wouldn't take the risk of helping her business start up. With few options, she turned to her local Vancity credit union, and a WD micro loan program.

Today her business, Part Time Ninja, is Vancouver's coolest children's clothing line. With creations now sold in seven Lower Mainland locations, Hill is turning her sites to Alberta and beyond.

"When I started Part Time Ninja, I knew I had something that would not only work, but rise above and beyond Vancouver's current options in kids clothing. The micro loan helped me to bring that vision into reality and to continue to thrive through all of the growing pains." ■



Lili Ouellet models her Part Time Ninja T-shirt created by Ronnie Lee Hill. Hill started her company with a micro loan and a vision to create a unique clothing line.



Tiber River Naturals' bright and airy showroom displays soaps, lotions, shampoos, bath products, aromatherapy oils, facial products, room sprays, and baby and men's products.

PHOTO COURTESY OF TIBER RIVER NATURALS

Tiber River Naturals off and running with help from loan fund

by Lee Gregg

In 2001, Tiber River Naturals received \$10,000 through the Assiniboine Credit Union and a WD micro loan program, giving the home-based business the support it needed to open its Academy Road location.

"The loan let us get off the ground and open our first shop," said co-owner Michelle Lalonde. "The staff at Assiniboine Credit Union do a lot more than that; they treat us like we're important to them. It's been a great relationship."

Lalonde handles marketing and sales while partner Adrianna De Luca creates and formulates the all-natural personal care products displayed throughout the store. In just one year, sales increased fourfold and Tiber River now has a keen following.

"One of our niche markets is young girls," noted De Luca. "We offer birthday parties and as a result we have girls bringing their mothers into the shop. They're a unique customer and we're creating a relationship for life." ■



Minister's awards recognize local innovations and volunteers

Each year, the Minister's Award for Excellence and Innovation recognizes a Community Futures office in each western province for outstanding achievement in creating local solutions to local challenges.

First awarded in 2000, the award recognizes and showcases best practices in community economic development. Eligible initiatives diversify the local economy, have a measurable and lasting impact, show leadership and creativity, and serve as a model for other Community Futures offices.

The success of the Community Futures (CF) program depends on the community volunteers who set the direction of their own local CF organizations, developing creative solutions to local challenges. WD's Minister's Award for Excellence in Community Futures Volunteerism is also presented annually to celebrate the outstanding contribution of an individual in furthering the CF program. ■

Small berry packs big promise

by Lee Gregg

Strategic planning, project development, financial support – all this and more has made Community Futures East Interlake the winner of the 2006 WD Minister's Award for Excellence and Innovation for its support of the Stonewall & District Innovative Crops Committee (SADICC).

SADICC was established to develop a strategy to introduce new crops that would increase profit per acre, diversify agricultural processing in the East Interlake region and create new business opportunities for local producers. Now in its seventh year, SADICC has completed an innovative crops opportunity study and after analysing 125 crops and plants identified the saskatoon berry as the number one value-added crop opportunity.

SADICC decided the best way to complete the next phase of the project, including feasibility studies and business

plans, would be to establish a new organization dedicated to this venture. Eastern Plains Saskatoons Inc. (EPSI) was created to develop and promote a sustainable and profitable saskatoon berry industry.

In less than one year, EPSI created a saskatoon berry research orchard, obtained a mechanical harvester and plastic mulch applicator, organized a field day, created a website with saskatoon berry resources, and coordinated a bulk order of root stock and mulch for its 30 members. EPSI is well positioned to market saskatoons domestically and internationally, a venture that will lead to local processing, product development, employment growth and net wealth for the region.

To date, SADICC has leveraged over \$275,000 in funding for this initiative and is now busy at work exploring new agricultural opportunities for the East Interlake region. ■



The saskatoon berry is diversifying the farming industry and creating new business opportunities for local producers in Manitoba's East Interlake region.

PHOTO COURTESY OF THE PROVINCE OF MANITOBA



Pat Roy receives the 2006 Minister's Award for Excellence for Community Futures Volunteerism from Ron Sellen, WD Manager of Service Delivery Partnerships

The power of individuals to effect remarkable change

by Lee Gregg

It has been said that the spirit of volunteerism is one of generosity and an expression of support for a principle. So it came as no surprise that Community Futures Parkland's Pat Roy was the winner of the 2006 Minister's Award for Excellence for Community Futures Volunteerism in Manitoba.

"Pat is committed to the vision of Community Futures because its foundation is the grassroots of the nation," said Ben Kardoos, Co-Chair of CF Parkland. "With such a fundamental foundation, the sky is the limit and her actions over the years have supported this vision on numerous occasions."

Lindsay Rubeniuk, Parkland Community Development Coordinator added, "Pat believes that the CF program can overcome the impossible and create programs at a grassroots level that will assist in sustainable rural development."

Ministerial Award of Excellence goes to two-time winner

by Tom Wakefield

The Community Futures (CF) of Pacific Northwest is the first two-time winner of WD's Minister's Award for Excellence and Innovation.

This year, the CF of Pacific Northwest won the award for delivering the "Change Brings Opportunities" conference. The conference brought together more than 350 delegates from across North America to explore the economic opportunities of converting the Prince Rupert Port into a container terminal.

In 2005, the CF won the award for its

Resources, Access and Information Network project, which brought computers and Internet access to nine communities within the Skeena-Queen Charlotte Regional District.

"We appreciate winning the award, but must give credit to the communities who come together to support our projects," said Maynard Angus, then General Manager of Community Futures Pacific Northwest and lead for the project. "As communities in B.C.'s northwest region face economic challenges moving from a resource-based economy, we will continue to try to meet and support their needs." ■



Maynard Angus, then Manager of Community Futures Pacific Northwest, and Don Seidel, Vice-Chair of Community Futures Pacific Northwest, accepting the Minister's Award.

Nicknamed the Iron Woman by Community Futures Partners of Manitoba's board of directors, Pat has been an active volunteer with the Community Futures program for 20 years.

In addition to the countless hours that Pat has committed to the CF program, she is an active volunteer in her community and has spent almost 700 hours in the Ukraine, fostering business and community development. ■

RETROSPECTIVE

2007 marks WD's twentieth year of building a stronger, more prosperous West. This milestone made us think back to our early investments and their impact on the economy – and the people – of the West. Here's one investment from over 10 years ago that has turned Moose Jaw, Saskatchewan into a thriving tourist destination.

Mineral spa generates millions for once-struggling community

By Colleen Gnyp

Moose Jaw is home to a multi-million-dollar luxury spa because a community in trouble pulled together to build a dream.

A project that started over 10 years ago with a handful of volunteer founding-directors each putting \$25 dollars into the proverbial hat, Temple Gardens Mineral Spa Resort is now a world-class destination frequented by thousands of spa enthusiasts and generating millions in revenue annually.

Deb Thorn, founding president and current Chief Operating Officer and General Manager, says it was a journey for the community. Driven by determination and inspired by knowledge of geothermal waters deep below the city's surface, residents worked together and with three orders of government – including \$1.1 million from Western Economic Diversification Canada (WD) – to bring their dream to life.

“At the time the Spa was proposed Moose Jaw's economy was suffering,”

says Thorn. “Worse, our young people were leaving because there were no jobs. Without these partnerships, community support and assistance from government, particularly WD, Temple Gardens would not exist today.”

In June 1996, the \$7-million spa opened its doors for business with 53 employees, a mineral spa, restaurant and 69 hotel rooms. By 2002, it had expanded to



179 hotel rooms with annual revenues of over \$11 million, with future plans to expand in the works. It has been named one of Canada's top spas three times.

Building the Spa spurred an economic rejuvenation in the city, with developments including the Murals of Moose Jaw, the Tunnels of Little Chicago, and Moose Jaw's Visitor Information Centre – all of which received WD support to help the community adjust and diversify following reductions at a local Canadian Forces base.

“What has been most rewarding for me is the change in the community's attitude, from negative to positive,” says Thorne. “It is now with much pride that we call Moose Jaw ‘home’.”

For more information on the Temple Gardens Mineral Spa, visit www.templegardens.sk.ca. ■

Moose Jaw's Temple Gardens Mineral Spa started as a community dream and is now a world-class destination that generates millions annually.

Canadian Publication Mail Agreement no. 40063159

If undeliverable please return to:
Western Economic Diversification Canada
Suite 500, Gillin Building
141 Laurier Avenue West
Ottawa, Ontario K1P 5J3

Our partners and stakeholders are welcome to reprint material with permission.
Please contact the editor at access.west@wd.gc.ca.