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the pulse

SAULT STE. MARIE ECONOMIC DEVELOPMENT NEWS

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Sault gets Greener: oilseed & fibre crop

To compliment the alternative energy projects already established in the community, Sault Ste. Marie has another in the works: oilseed and fibre crop. The cutting-edge technology uses crops to produce substances for clean power generation.

Science Enterprise Algoma released a study last month. The results: Sault Ste. Marie and area has enough farmland and the proper climate to grow a number of oilseed and fibre crop plants.

Development Sault Ste.

Marie, a division of the SSM Economic Development Corporation, has also been at the forefront of this Green technology for a number of years. The division continues to work with business, such as SITTM Technologies, to establish an oilseed and fibre crop industry in the city.

“Oilseed and fibre crop will add to our city’s Green identity,” said Mike Wozny, Executive Director of Development Sault Ste. Marie. “Alternative energy companies are excited to set up

shop here, and we’re happy to accommodate them.”

Along with this project, Sault Ste. Marie is home to: Elementa Group (waste-to-energy), Prince Wind Energy Project (largest wind energy farm in the country), Pod Generating Group (Canada’s largest solar energy farm), cogeneration facilities, run-of-river hydroelectric, and other alternative energies.

These projects have allowed the City to declared itself the Alternative Energy Capital of North America.

Team effort goes a long way for SSM tourism

The state-of-the-art Essar Centre continues to attract major concerts, sports and other events to the city.

Earlier this month, Canadian music icons Neil Young and Gordon Lightfoot played back-to-back shows at the facility. Other legends, including Bryan Adams and Motley Crue, have also made their way to Essar Centre.

These events, and others like them, provide entertainment for Sault Ste. Marie residents while attracting people to the community.

“City Council, by and large, had the foresight to see

the benefit that a new sports and entertainment facility would bring,” said Steve Hollingshead, Coordinator of Special Projects and Sport Tourism for Tourism Sault Ste. Marie.

“When you combine this with (City Marketing & Events Manager) Trevor Zachary and a City Staff team that works hard to bring entertainment to Sault Ste. Marie, it’s a win-win situation for the local tourism industry and the community at large.

“The City’s Community Services Division

and Tourism Sault Ste. Marie have an excellent working relationship, and having this connection goes a long way in attracting events to our community,” he added.

For information on upcoming events and dates, visit www.essarcentre.ca.



Enterprise Centre Sault Ste. Marie's

Business Profile: Half-Pint Hooves

A new business in Sault Ste. Marie is doing something few others in the world are: using 29-inch miniature horses as a fun, therapeutic alternative for growth and learning.

Deb Burt recently opened the doors to Half-Pint Hooves with the assistance of Jane Patterson, a retired physiotherapist. Their venture allows people with special needs and their health-care provider to interact with the horses.

The end result is something very unique.

"The self esteem it creates is just unbelievable," said Burt. "When they have the horse in front of them, it's like a magnet."

Caring for miniature horses can also improve the mobility of people with physical challenges, she said. "This great experience can help improve things like balance, hand function and range of motion."

Horses are effective healers and powerful agents of change. A number of studies indicate a physical and mental benefit from interacting with them. Half-Pint Hooves is utilizing these findings in Sault Ste. Marie.

In fact, Burt's business motto is: "Miniature service horses leading you to new horizons."

Just in its infancy, Half-Pint Hooves is already showing great results. "The

feedback has been very positive," she said.

An autistic boy, who nobody thought could read, was seen reading a book out loud to one of the miniature horses. It seems he felt comfortable in front of the animal and did what he had never done in front of anybody before.

"There are many other success stories," said Burt.

Also impressive is that Half-Pint Hooves is the first such venture in the country that brings its services to the user's site or facility, according to the Canadian Therapeutic Riding Association. It helps that the miniature horses are housebroken.

Enterprise Centre Sault Ste. Marie provided support and feedback in Burt's business plan.

"She came into our office with a wonderful idea, and we were more than happy to lend a hand," said Terri Chiarello, Business Development Advisor at Enterprise Centre Sault Ste. Marie.

"With such a unique idea, and one that really helps people, I have no doubt that Half-Pint Hooves has a bright future in our community."

Half-Pint Hooves is looking for support and sponsorship to provide its unique programs. For more information, call Deb Burt at 705-987-3808.



Who Can Benefit?

- People living in:
 - Residential homes
 - Nursing homes
 - Retirement homes
 - Group homes
- Children and adults receiving therapy at rehabilitation centres
- Students in special education classes
- Participants in Alzheimer's day programs
- Individuals receiving mental health counselling
- People with visual impairments
- Women and children in crisis
- First Nations healing circles



Elementa excites international investors

With such a unique and innovative idea, Elementa Group continues to excite investors from around the world.

The company is turning Sault Ste. Marie's garbage into clean energy using a molecular restructuring, steam reformation and non-incineration process. The patented technology is attracting attention.

Case in point: Representatives from Innovo Energy Solutions toured Elementa's facility at the Sault Ste. Marie landfill site last month. The visit was organized by the Development Sault Ste. Marie team.

Innovo and Elementa appear to be on the same environmentally friendly page. Both are working on alternative energy solutions to build a sustainable future. As such, Innovo Energy Solutions is looking to bring the Elementa process to countries around the world.

The process is ingenious: municipal solid waste is vapour-

ized to a synthetic gas — similar to natural gas — which can be used for power generation. As the conversion takes place in an oxygen-free environment, there are no noxious oxide or dioxin emissions. Simply put, Elementa creates clean energy.

Innovo Energy came to Sault Ste. Marie to see what all the fuss was about. The delegation included investors from Spain, Dubai and Toronto.

The group was greeted by Mayor John Rowsell, Ward 1 Councillor Steve Butland and the Development Sault Ste. Marie team.

"The delegation liked what they saw," said Randy Tallon, Director of International Relations & Global Logistics for Development Sault Ste. Marie. "A disclosure agreement was signed, which will help bring Elementa's Green technology to countries around the world."

Elementa Group, formerly EnQuest Power, has been

working with Development SSM and the City of Sault Ste. Marie for more than four years.

"We are very encouraged by the continued support provided by Development Sault Ste. Marie and City Council," said Jay Zwierschke, President and CEO of Elementa Group. "As a company on the verge of major global expansion, having such great partners offers unlimited potential and benefits."

Along with the recent visit, delegations have come to Sault Ste. Marie and toured Elementa's local facility from Australia, Mexico, St. Lucia, Panama, Austria, the U.S. and Slovakia.

Simply put, Sault Ste. Marie and Elementa are drawing international interest and will continue to do so.

"The uniqueness of the Elementa process is creating an international buzz," said John Febbraro, Development Sault Ste. Marie's Director of Industrial Marketing.



"Small business is a vital part of our economy, and expanding this sector will have a significant impact on Sault Ste. Marie and the Algoma District."

-Terri Chiarello, ECSSM

New Business Development Advisor at Enterprise Centre



The team at Enterprise Centre Sault Ste. Marie is pleased to announce it has a new Business Development Advisor. Terri Chiarello was promoted to the position in April.

ECSSM, a division of the SSM Economic Development Corporation, provides support for the local and regional small business community.

"I look forward to working with clients throughout the city and region," said Chiarello. "Small business is a vital part of

our economy, and expanding this sector will have a significant impact on Sault Ste. Marie and the Algoma District."

Chiarello holds an Honour's degree from the University of Western Ontario and a post-graduate business certificate in Human Resource Management from Seneca College. Along with these credentials, she also has experience in the banking and retail sectors.

In May 2008, Chiarello joined Enterprise Centre Sault Ste. Marie as its Youth Business

Development Coordinator.

"We look forward to working with Terri in her new role," said ECSSM General Manager Andrew Ross. "She's a bright and gifted young professional, making her an asset to our organization and the small business community at large. With her education and experience, Terri will be of great service to the city and region."

In 2008, the Enterprise Centre helped 66 small businesses get off the ground or expand operations.

New South Wales, Australia fancies local CQI



Government staff from New South Wales, Australia were in Sault Ste. Marie earlier this month. The mission: learn from the local Community Quality Improvement.

The organization, which is administered by the SSM Economic Development Corporation, is responsible for tracking and improving the quality of life in Sault Ste. Marie. While working on this goal, CQI took home the 2007 Canada Award for Excellence in Community

Building from the National Quality Institute.

Public servants in New South Wales heard about the award winner and wanted to learn more about the Sault Ste. Marie CQI process.

This led Bronwyn Batten, a Senior Policy Advisor for the Australian state, to cross the ocean to Sault Ste. Marie in April.

“We’ve been recognized for our work regionally and nationally, but having Bronwyn travel

so far to study us is proof that we’re developing an international presence as well,” said Ken Coulter, Executive Director of CQI.

Tracking quality-of-life indicators in the long-term is vital to building a viable community strategy. These indicators of progress are what New South Wales is interested in.

“This has been an outstanding opportunity for us to learn from an organization that is recognized as a leader in the field of community indicators work,” said Batten. “The level of grassroots engagement and commitment from agencies, businesses and citizens with CQI’s work is incredible.”

For more information on the Sault Ste. Marie CQI process, visit www.qualitycommunity.ca.

“We’ve been recognized regionally and nationally, but . . . we’re developing an international presence as well.”

- Ken Coulter, CQI

SSMEDC staff gear up for local United Way



The Sault Ste. Marie Economic Development Corporation submitted a team for the 2009 United Way Charity Ball Hockey Tournament: The team included (L to R): Matthew DiFlumeri, Marg VanLandeghem, Marissa Pecile, Andrew Ross, Marc Capancioni and Terri Chiarello. The event raised more than \$8,000.

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The SSMEDC recognizes the financial support it receives from the City of Sault Ste. Marie. As well, it recognizes the strong backing it receives from the Mayor, Council and City staff. The SSMEDC also thanks the federal and provincial governments, and its many other partners, for their continued support.

The Sault Ste. Marie Economic Development Corporation is a non-profit organization, funded by public and private partners, whose goal is to be the community's leader in supporting and promoting an environment that generates sustainable employment in a healthy, growing and diversified economy.

EDC Staffer takes position with Ont. tourism committee

A member of the Sault Ste. Marie Economic Development Corporation team was recently elected to the Board of Directors of Festivals & Events Ontario.

Steve Hollingshead, Tourism Sault Ste. Marie's Coordinator of Special Events and Sport Tourism, took the position last month.

Festivals & Events Ontario is responsible for developing the province's tourism industry. Hollingshead is the only Board member from Northern Ontario.

"This will help us put Sault Ste. Marie on the map," he said. "It's a great opportunity, and I'm looking forward to working with the organization."

Since joining Tourism Sault Ste. Marie at the SSM Economic Development Corporation, Holl-

ingshead has been instrumental in working with local organizing committees to attract high-profiled events to the community — the 2010 Scotties Tournament of Hearts and 2010 Finn Grand Fest to name just a few.

"Steve's hard work and dedication these past few years have been a tremendous asset to the local tourism industry," said Ian McMillan, Executive Director of Tourism Sault Ste. Marie. "He has helped attract thousands of visitors to the community. With his impres-

sive track record, I'm confident that he'll be a great asset to Festivals & Events Ontario as well."

Along with being the only Northern Ontario FEO Board member, Hollingshead also has the distinction of being able to represent the Sault Ste. Marie Festivals & Events Committee.

Tourism Sault Ste. Marie's Steve Hollingshead is now a member of the Board of Directors for Festivals & Events Ontario.

