On October 12, 2011, the Innovation Factory will present Innovation Night, Hamilton’s key event for innovators and entrepreneurs to share and develop their ideas, practice and perfect their pitches, and present to their peers and the local innovation community. Innovation Night is open to the public, and will take place at the Atrium@MIP between 7pm and 9pm.

On October 20, 2011, Sustainable Hamilton will a seminar entitled Smart Sustainability Strategies That Drive The Bottom Line. The seminar will feature a guest speaker – business sustainability expert and author Rob Willard.

From October 21 to 23, 2011, the Atrium@MIP will host Startup Weekend Hamilton, a 54-hour event that focuses on building a web or mobile application that could form the basis of a credible business. Tickets and additional information can be found at Hamilton.startup.org.

Fitness at MIP
Bootcamp
High intensity whole body workout with minimal rest.
Monday, Wednesday and Friday
1:00-2:00 p.m.

Spin Training
Low and high intensity workout on a stationary bicycle.
Monday and Wednesday
12:00-1:00 p.m.

Yoga
Yoga is a breath of fresh air enjoyed through stretching movements that refresh the mind and body.
Tuesday and Friday
12:00-1:00 p.m.

What’s your story?
Do you have a story that you would like to see in the MIP newsletter? Let us know! Contact Mike O’Drowsky at Greening Marketing with your story. Greening Marketing also provides public relations services for MIP, so your story could also appear in traditional media.

October 14-23, 2011, is National Science Week. To celebrate, On October 23, 2011, CANMET-MLT, located at 183 Longwood Road South, will open its doors to the public for the Science Funfest and Open House. Visitors of all ages are welcome for this special day of exciting science demonstrations and activities. It is also a chance to see the inside of a building slated for Leadership in Energy and Environmental Design certification. For further information, please contact Jennifer Bondy at 905-645-0702 or Jennifer.Bondy@NRCan-RNCan.gc.ca.

MIP will soon begin developing the Courtyard - the green space between the Atrium@MIP and CANMET-MLT. A life style amenity, once completed, the Courtyard will be home to a variety of environmental features, and will also include a bandshell for live musical and theatre-style performances.

In brief
• July, the Medical Imaging Informatics Research Centre at McMaster (MIBIRG/M) received a $1.4 million grant from the Ontario Ministry of Research and Innovation. MIBIRG/M will utilize the funds to further the development of Ontario’s electronic health records infrastructure.
• Michele Ballagh of Ballagh + Edward LLP will attend the annual general meeting for the American Intellectual Property Law Association from October 20-22, 2011, in Washington, DC. From September 14 to 16, Valerie Edward of Ballagh + Edward LLP attended the Intellectual Property of Canada’s annual general meeting in Chicago.
• Mohawk College Enterprise announced that on June 14, 2011, 80 participants and delegates attended the Town of Innisfil’s premiere Leadership Summit, coordinated by Mohawk College Enterprise. The attendees represented a cross-section of mayors, deputy mayors, chief administrative officers and human resources managers from across Simcoe County. Attendees were engaged by the presentations of the three featured panelists Michael Fenn, formerly the City Manager of Burlington; Terry Geddes, formerly the Mayor of Collingwood; and Robert Armstrong, the recently appointed CEO for the YMCA of Simcoe/Muskoka.

MIP provides a variety of services designed to make your conference a success. Conference rooms, catering and additional services are available. Contact Carolyn Zess at the information below to book your next conference.

Contact Mike at the information below to learn more.
Mike O'Drowsky
Greening Marketing Inc.
905.667.5793
mike@greeningmarketing.ca

Don Pether Incubation Centre set to launch
Young technology start-up companies in Canada are getting a major boost. Don Pether, a leading figure in Canada’s steel history, is donating $1 million to McMaster University’s Faculty of Engineering to help students transform their inventions into businesses.

The donation will establish the Don Pether Chair in Engineering and Management along with the creation of a pre-incubator innovation laboratory at the McMaster Innovation Park (MIP). The latter, to be named the Don Pether Incubation Centre, will be associated with the master’s degree program in engineering entrepreneurship and innovation (MEEI). The goal is to provide students emerging from this program with space at MIP where they can get help and training in launching their new businesses, and develop the partnerships that will greatly increase their chances for success.

David Potter, director of the popular five-year undergraduate engineering and management program at McMaster, will be the inaugural chair holder. His mandate is to develop an entrepreneurship stream for the undergraduate program focusing on innovation and leadership development. Potter is chair of the Conference Board of Canada’s Innovation Council, an associate professor of engineering entrepreneurship and innovation, and has been managing industrial innovation efforts for the past 16 years.

Pether is former chair of the board, president and chief executive officer of Dofasco Inc. He is currently chair of the board of McMaster University and sits on the board of directors of Samuel Manu-Tech, Emera Inc. and Primary Energy Recycling Corporation. He is a trustee of the Ernest C. Manning Innovation Awards Foundation and a member of the Council of Governors for the Art Gallery of Hamilton. Pether is past chair of the Hamilton Health Sciences Foundation and the McMaster Innovation Park. He holds an honorary doctorate of laws from McMaster University.

MARC receives $11.5 million federal investment
On August 24, the federal government announced it will invest up to $11.5 million in the McMaster Automotive Resource Centre (MARC), which will allow McMaster University to accelerate automotive research, which will improve educational and employment opportunities across Hamilton and beyond.

Gary Goodyear, Minister of State for the Federal Economic Development Agency for Southern Ontario, was on hand for a press conference to announce the investment, which is part of FedDev Ontario’s Prosperity Initiative.

The investment will be used to transform 50,000 sq ft. of the Careport building into a state-of-the-art research facility where academic, government and industrial partners will collaborate to develop new technology that can diversify Hamilton’s economic base and create new employment.

The Careport, which is owned by Continuum Productions, will continue to operate and host events during and after the construction of MARC. A major focus of the new auto research centre will be the work of Ali Emadi, an internationally renowned leader in advanced powertrain technology, who was recruited from the US and holds the $10 million Canada Excellence Research Chair in Hybrid Powertrain.

In addition to its economic impact, MARC will be constructed with environmental sustainability in mind. Hamilton Community Energy has announced that it will provide heating, cooling and domestic hot water.

Continued on page 2

Don Pether
Greening receives eco award

Greening Marketing President, Glenn Marshall, was awarded with an Environmentalist of the Year Award of Merit for his service in the protection and enhancement of the environment.

In 2010, Marshall proposed that Marz Homes partner with Bullfrog Power to provide clean, 100% renewable energy in all of their new homes. Additionally, Marz also utilized Bullfrog Power for its head office and for all of its construction sites. In doing so, Marz became the first homebuilder in North America to undertake such a pervasive energy initiative. Thanks to the partnership, in 2010 Marz reduced its energy consumption by 1,395 megawatt hours. This is the equivalent of nearly 14 million 100-watt light bulbs running for one hour.

From a professional standpoint, Marshall has been involved with environmental activities for the past 15 years. In that time, Marz has worked with numerous conservation authorities, public departments, and private firms to promote and enhance their environmental sustainability initiatives. The award recognizes Marshall’s efforts towards assisting and helping businesses adopt more environmentally sustainable business practices. Marshall was also recognized for his role in reducing the cosmetic use of pesticides in Hamilton.

New start-up at MIP Weever Apps wins Lion’s Lair

MIP tenant Weever Apps won the top prize winner of the Lion’s Lair competition. Weever, a company that specializes in the development of mobile apps, beat out 60 competitors in the event to win the top honours.

Lion’s Lair was presented by the Innovation Factory and the Hamilton Chamber of Commerce. It provided entrepreneurs and innovators from Hamilton with the opportunity to present their business ideas to a panel of Hamilton’s top business executives for the purpose of soliciting funding and counsel to bring their businesses to the next level.

Weever has been busy since locating to the Atrium@MIP on July 1, 2011. In addition to its efforts at the Lion’s Lair, the company recently announced the launch of its services to the Joomla web design community, a move that will significantly broaden the company’s market reach. Weever Apps is also working on making its services available for companies utilizing Wordpress platforms for their websites. About 20 per cent of all websites built in 2010 use the Wordpress platform, and there about 30 million websites based on the platform.

Since launching, Weever has courted international interest, finding clients in England, South Africa, Italy, Israel, and in the U.S. cities of Chicago and New York. Local organizations are also expressing interest, and Weever will soon be at work creating apps for MIP, Hamilton Economic Development and Gorilla Cheese.

Specialized NDE Inc. completes work on wind energy project

Specialized NDE Inc. has also been hard at work providing similar services to Talbot Wind Farm, also to be located in Chatham-Kent. The Talbot Wind Farm will provide up to 98.9 MW of power, enough to power 33,000 homes a year. Power generated by the Talbot Wind Farm will enter the Ontario Transmission Network, operated by Ontario Hydro, and will then flow to customers in southern Ontario. Over a 20-year life span of the facility, the Talbot Wind Farm is projected to benefit the local economy by $26 million.

Over the last several months, Specialized NDE Inc. has been working for a company called DMI, located in Fort Erie. DMI has been fabricating these wind towers for Siemens. Each of the tower sections are fabricated from Canadian-made steel. Eric Kirvin, President of Specialized NDE, is responsible for overseeing the testing of the welding on each tower to ensure the welds have no defects and that they meet Siemens’ specifications.

PV Labs Inc. designs, develops, provides and commercializes vision-based information technology solutions for the security and surveillance, industrial, infrastructure and entertainment sectors.

Continued from page 1

hot water for MARC. LICE first began its partnership with MIP in the delivery of energy solutions to approximately 350,000 square feet of offices and laboratories in the Atrium@MIP and the CANMET Materials Laboratory when it designed and built an on-site satellite hybrid energy system that was commissioned in October of 2010. The hybrid system, one of a few of its kind in Ontario, connects and interfaces existing boilers and chillers with the new geo-exchange system consisting of 81 500-ft. geo-exchange wells and the CANMET Material Laboratory’s solar thermal system.

Atrium@MIP and the CANMET Materials Laboratory have over 22,000 square feet of offices and laboratories in the Atrium@MIP building. MIP is also home to numerous other companies that specialize in the fields of communications, technology, and financial services. With approximately 130 companies that specialize in these fields, MIP is one of the region’s largest聚集 of technology companies.

PV Labs Inc. designs, develops, provides and commercializes vision-based information technology solutions for the security and surveillance, industrial, infrastructure and entertainment sectors.

Art in the Workplace at MIP

By Gerten Bason

Did you know that having art in the workplace can create a vast variety of advantages for businesses? Statistics show that having art in the workplace can reduce stress, and enhance quality of life both in and outside the workplace. Everything from employee productivity, sales, workplace health and customer relations can be enhanced by infusing creative elements into the workplace setting. It can also motivate and inspire, and create an environment for discussions that generate creativity and innovative thinking.

In August, the Atrium@MIP opened its sixth art exhibition since the building opened in 2009. Exhibiting the work Hamilton-based and local-area artists, the exhibit showed a blend of up-and-coming as well as established artists whose work will be presented over a period of four months for each exhibition. The MIP Art in the Workplace committee meets regularly to select and jury each new round of artists. Openings for each new show are well attended and have become highly popular events in the MIP calendar. People working at MIP can meet with artists, MIP colleagues and friends over a glass of wine and a fine assortment of food. All are welcome to attend these events. At the most recent Art in the Workplace opening in August, a select group of musicians from the Hamilton Philharmonic Orchestra performed to the crowd’s delight. The Art in the Workplace Committee is always reviewing submissions for upcoming displays. The next Art in the Workplace exhibition will open on December 3rd. Please visit the Atrium@MIP for the next grand opening.