

BACKGROUND

Innovative by Nature – Year Two

Companies Featured in Television and Print Ads

1. SED Systems — Saskatoon

Key economic sector: Aerospace/telecommunications

Spokesperson: Don Epp, Marketing Director

Space agencies and telecommunications companies around the world come to this Saskatoon-based company for the latest in satellite communication systems. SED Systems' world-leading technology helps track satellites and keep them on course. The company is also helping to popularize the next generation of radio by providing the uplink system that lets you tune in all of your favourite stations on XM satellite radio. With clients and systems on six continents, SED Systems has enjoyed a number of "firsts" in its 40-year history.

www.sedsystems.ca

2. Ground Effects Environmental Services Inc. — Regina

Key economic sector: Environmental services

Spokesperson: Sean Frisky, Chief Executive Officer

Companies used to clean up contaminated sites, such as gas stations or refineries, by digging up the soil and replacing it. However, Mr. Frisky's company, Ground Effects Environmental Services, has developed more than 70 new technologies to clean contaminated soil and groundwater without excavation.

www.groundeffects.org

3. Kitsaki Management Limited Partnership — La Ronge

Key economic sector: Aboriginal economic development

Spokesperson: Chief Tammy Cook-Searson

Kitsaki is considered to be one of the top Aboriginal business models in the country. It is the economic development arm of the Lac La Ronge Indian Band. Kitsaki operates a conglomerate of companies in partnership with several other Saskatchewan First Nations and Métis communities. Its business interests include trucking, catering, organic wild rice and wild mushrooms, forestry, insurance, environmental services, and several hospitality businesses, including a full-service hotel and a golf course.

www.llrib.ca/kmlp.php

4. Loose Foot Computing Ltd. — Regina

Key economic sector – Information technology

Spokespeople: Rob Sauchyn, President and Andrew MacCorquodale, Vice President

Two teenagers who met at a computer camp began a website hosting service in 1996. Today their multi-million dollar company has 9,000 customers in 70 countries. The company is doing so well that the partners have diversified their interests to include specialized Internet software. The two original partners are still together and have not yet turned thirty.

www.lfhosting.com

5. Petroleum Technology Research Centre (PTRC) — Regina

Key economic sector – Energy and green technologies

Spokesperson: Susan Fletcher, Research Technologist, Saskatchewan Research Council

Since it started in 2000, the PTRC's Weyburn-Midale carbon dioxide sequestration research project has stored more than seven million tonnes of carbon dioxide underground in oil fields near Weyburn and Midale, Saskatchewan. That's the equivalent of taking more than 1.5 million cars off the road for a year.

www.ptrc.ca

6. Vaccine and Infectious Disease Organization (VIDO) — Saskatoon

Key economic sector – Biotechnology

Spokesperson: Volker Gerdts, Research Scientist

VIDO is a world leader in animal vaccine research. It has developed not one, but five world firsts in new animal vaccines. VIDO is also developing human vaccines for diseases like hepatitis C and avian influenza. The E. coli O157:H7 vaccine, on which VIDO collaborated, was a world first. VIDO recently received \$6.9-million dollars from the Bill and Melinda Gates Foundation to develop a single dose vaccine for whooping cough in children.

www.vido.org

7. Shore Gold Inc. — Saskatoon

Key economic sector: Mining

Spokesperson: George Read, Senior Vice President of Exploration and Development

Shore Gold Inc. is a publicly traded diamond exploration company whose primary focus is the Star Diamond Project, located about 60 km east of Prince Albert. Bringing the Star project to its advanced stage of development required some very innovative solutions to challenges posed by the particular geology of the area. The kimberlite pipe formations containing diamonds were beneath approximately 100 metres of "overburden." The kimberlites also were unusual in shape and many in number.

www.shoregold.com

8. Temple Gardens Mineral Spa Resort — Moose Jaw

Key economic sector – Tourism

Spokesperson: Deb Thorn, Chief Operating Officer and General Manager

Much of the success of Moose Jaw's thriving tourism industry stems from the co-operative approach the spa developers took in working with other community businesses to turn Moose Jaw into a tourism destination package. The spa is considered one of the best in Canada and is part of a successful community revitalization that also includes historic tunnel tours, around the town trolley tours, casino, galleries, restaurants and shops

www.templegardens.sk.ca

9. Vérité Films — Regina

Key economic sector – Cultural industries

Spokespeople: Virginia Thomson, Chief Executive Officer and Robert de Lint, Director

Vérité Films is a Gemini Award-winning and internationally-acclaimed production company founded by producer Virginia Thompson and writer/director Robert de Lint. The duo relocated to Regina from Toronto to produce Canada's top ranking television comedy show, Corner Gas.

www.veritefilms.ca