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## From Waste to Riches

**Learn How Innovation Approaches Can Grow Your Business** at the Travelodge Airline Hotel - Thursday, December 11th- 11:30 A.M. to 1 P.M.

Loll Design's founder Greg Benson will be in Thunder Bay to discuss how he took left over waste material and turned it into "green" outdoor furniture. His highly sought after products have been featured on Extreme Makeover-Home Edition and Martha Stewart. He will be showcasing the development and history of Loll Design while strongly emphasizing the power of innovation. To register for this event visit our website at [www.nwoinnovation.ca](http://www.nwoinnovation.ca) to fill out the registration form. If you have any questions please contact Heather at [heather@nwoinnovation.ca](mailto:heather@nwoinnovation.ca) or 807-768-6682.



## Growing Forest Value Forum a Success!

Over 200, industry professionals and forestry opportunists gathered last month to discover alternative methods to add value to wood. Professionals from across North America shared new processing methods and success stories that inspired and motivated those who listened. Many in attendance commented on how much they enjoyed their experiences at the event and were left wanting more. We would like to thank all presenters, organizers, Valhalla staff, and participants for making the event a success!

## Our Boardroom is Back in Business

Many have been aware that our boardroom had been rented by a local organization for the last 3 months. As of last week it has been vacated and ready for those in need of a board room/meeting room. For those not aware of this service, the room comfortably handles 12-20 individuals and is equipped with an overhead projector, video and teleconferencing, white boards, and coffee nook. For inquires please contact Heather at 807-768-6682 or [heather@nwoinnovation.ca](mailto:heather@nwoinnovation.ca).

## Upcoming Events

### Community Engagement Luncheons

Judy Sander and Rick Prior will be in Manitowadge on the 26th and Marathon on the 27th of this month to speak to community members and listen to what is happening in their community. As a regional organization we like to take the opportunity to create linkages and open lines of communication. This informal gathering allows us to spread awareness of who we are, what we do and what we can do for the community.

**Manitowadge - Manitowadge Golf Club House** - November 26 from 4:00 to 6:00 pm

**Marathon - Zero - 100 Motor Inn** - November 27 from 12:00 to 1:00 pm

## Innovator Member Profile - Gordon Clink - APATCO Technologies

Gordon Clink has always had a passion to educate others and now he is getting his chance to do so. To help students learn he has created an educational breadboard computer kit that enables students to assemble a working computer. Complete with detailed manuals and various computer hardware, educators can now offer a full product to their students.

This spring, Gordon had the chance to showcase and compete with his latest creation the "Educational Breadboard Computer Kit" at the 2008 IDEA Factory Challenge for the PACE region. The IDEA Factory Challenge is a regional contest held to stimulate and support innovation and idea development in Northwestern Ontario. Gordon won the challenge... To read the full article visit [www.nwoinnovation.ca/article/-258.asp](http://www.nwoinnovation.ca/article/-258.asp).

## New Intern at the Innovation Centre

We are pleased to introduce James Ellard as our new Intern at the Innovation Centre. He will be involved with many projects over the next year as well as keeping things up-to-date on the website.

James is a recent graduate from Lakehead University's business school with a major in Information Systems and a minor in Human Resources. He also is a graduate of Confederation College's Business Marketing program. He looks forward to learning from his experiences with us and putting his education to good use.

You can contact James at 807-768-6686 or email him at [james@nwoinnovation.ca](mailto:james@nwoinnovation.ca).

## E-Newsletter Tip

### The Biggest Lie in Business

The trap never fails. Jaynie Smith invites the roomful of CEOs at her workshop on competitive advantage to write the answer to this question: "What's the No. 1 reason I should do business with you rather than your competitors?" Then she asks those who wrote "Good customer service" to stand up. Next are those who wrote "quality," then "reputation," then "knowledgeable staff." By now, half the CEOs are on their feet.

When Smith gets to the tenth advantage on her list, virtually every CEO is standing. They're starting to look sheepish as the point of the exercise dawns on them: how can you claim a competitive advantage that's the same as everyone else's? Visit [www.nwoinnovation.ca/article/-254.asp](http://www.nwoinnovation.ca/article/-254.asp) for the remainder of the article.

*Source: PROFIT Magazine Nov 2008, by Jim McElgunn*

## Recommended Reading

Times Magazine has released a list recently highlighting the **Top 50 Best Inventions of 2008**. We found the article to be quite interesting and funny at times. For instance, #37 is smog-eating cement or #49 is sound-enhanced food. The number 1 invention this year was... well you better visit [www.time.com/time/specials/packages/completelist/0,,1852747,00.html](http://www.time.com/time/specials/packages/completelist/0,,1852747,00.html) to find out!

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