

ACCESS

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October - December 2003

A Little Bit of Down Under

by Lee Gregg

Louise and Cyrille Durand knew they had hatched a brilliant idea when they took their part-time emu farm and turned it into a full-time agri-tourism business. Ranked as one of Manitoba's top tourism attractions, **Émeu Ville** offers visitors the chance to get up close and personal with these large Australian birds.

The Durand's have nothing but praise for the **Economic Development Council for Manitoba Bilingual Municipalities (CDEM)** who worked closely with them on their business plan, testing and evaluating ideas and products, marketing, creation and accreditation of teaching tools for school tours, and assisting with organizing media tours.

"Most businesses do not know how to get into the face of the media and get them to come back more than once," said Louise.

"We learned from CDEM how to work with the media," added Cyrille. "Without CDEM I don't know if we would be here today."

Émeu Ville offers tours in English and French for schools and the general public by reservation only. Tours, which



Cyrille and Louise Durand with Pesto. The world's second largest bird, an emu can grow five to six feet tall and weigh from 110-140 pounds.

run one to two hours and costs only \$5 per person, include a history of the emu (or emeu), a ride on the Émeu Ville train and an opportunity to hold a baby chick. Games and activities are designed to amuse and educate children.

The Durand's have also partnered with a Canadian doctor to develop soaps, lotions and creams from emu oil. Products made from the emu oil have anti-inflammatory

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Ringing Up Sales

by Lee Gregg



L to R: Front — Steve Oetting and Diane Evans; Back — Blair Mahaffy and Justin Desrochers.

Believing that computer-based Point-of-Sale (POS) software would quickly replace the traditional mechanical and electrical cash registers, a group of retail management and cash register software developers founded **BreakPoint Systems Corporation**.

Unlike traditional registers that come with a pre-programmed chip, BreakPoint's POS software gives users the flexibility

to alter the programming. New features can be added and obsolete ones deleted, such as frequent buyer programs or limited quantity specials.

With the introduction of Windows 98, BreakPoint began redesigning their products from a DOS format. A time-consuming and expensive process, BreakPoint turned to Western Economic Diversification Canada (WD) for help. Under WD's **First Jobs in Science and Technology Program**, they were able to hire Red River College graduate Justin Desrochers.

"Having someone around for six months just learning is pricey," said company president Steve Oetting. "But Justin has worked out really well. Without the First Jobs program, we would have been hard pressed to hire a programmer."

The benefits of a First Jobs graduate grew when the company decided to expand their Windows software line to include backend software. This software works with the POS software and performs a number of tasks including inventory control, management report requests and financial reports.

"We could not have managed the backend development without Justin and even meeting the POS schedule would have been tight," noted Oetting. "Justin afforded the company the mobility to do both and we have more security now."

"The First Jobs program allowed me to gain employment shortly after graduation," indicated Desrochers. "Blair Mahaffy (project manager) has created an environment where I have the freedom to be creative,

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pursue opportunities and take risks, which has given me the opportunity to advance in my career.”

Since its incorporation in 1992, BreakPoint has seen approximately 60 per cent of retail operations move to a computer-based POS system. The move is even more dramatic in the grocery industry, where it is estimated that 80 per cent of stores now use this sophisticated software. The company's growth has been just as dramatic, as recognized by Manitoba Business Magazine who listed BreakPoint as the 9th fastest growing Manitoba company in 2002.

Using Microsoft Visual C++ to build their products, BreakPoint has developed the most advanced POS system

in Canada. The software, a 100 per cent open-architecture system, integrates easily with other software products and offers extensive cashier functionality. The software products perform on virtually every cashier operation known, and service every sector of retail from single-store operations, to multi-lane scanning grocery and multi-site franchise chains.

For more information about BreakPoint's products and services, call (204) 982-5800 or visit their Web site at: www.breakpoint.ca.

To learn more about the First Jobs program, visit WD's Web site at: www.wd.gc.ca. ❁

Emu Farm – a Unique Manitoba Tourism Experience

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properties, are hypoallergenic and can help to regenerate your skin.

The Interpretive Centre and Gift Shop includes the emu oil products, cards, jewelry, hand-etched eggs, souvenirs and meat products. The emus are fed only natural grains, giving consumers a natural red meat that is low in cholesterol, with less than one gram of unsaturated fat per ounce.

Over an acre of manicured lawns and gardens are available for family, school and corporate picnics and barbeques, which can be catered on request. Other activities include volleyball, baseball, soccer and horseshoes.

Émeu Ville is located one kilometer west of Île-des-Chênes and is just 30 minutes from downtown Winnipeg. For more information or reservations, call (204) 878-2583 or visit their Web site at: www.emeuville.com. ❁



At 550 grams and almost 10 inches tall, an emu chick makes his first public appearance. The incubator is also included in the tour and you may be lucky enough to see a hatching.

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SUSTAINABLE COMMUNITIES

Nobody Should Wait

by Lee Gregg

"How wonderful it is that nobody need wait a single moment before starting to improve the world." These simple words written by Anne Frank resonate as clearly today as they did when her diary was first published in 1947.

Canadians are not waiting to improve the world. With the **Asper Foundation** leading the way, Winnipeg will become an international symbol for tolerance, understanding and the advancement of human rights with **The Canadian Museum for Human Rights**.

Located in Canada's most ethnically diverse province, Winnipeg is a model of multiculturalism, a city of remarkable social, ethnic and religious tolerance. Manitobans view diversity as a cause for celebration, and the Museum will build on this foundation of cultural awareness, rather than laying the cornerstone for it.

An international competition will be held to choose an architect to design the Museum which will include: permanent galleries, temporary exhibitions and other program spaces, such as lecture theatres, cinemas, TV studios, gift shops and cafés. The permanent galleries will include: the Hall of Fame/Walk of Shame, Causes of Human Rights Abuse, the Holocaust Gallery, Canadian Stories, Human Rights in Crises and Responses, and the Canadian Commitment.

"The Canadian Museum for Human Rights will be more than a tableau of past events," said Dr. Israel Asper, founder of the Asper Foundation. "It will be an education centre dedicated to promoting understanding and respect of ethnic, religious and racial diversity, especially among our youth."

*Established in 1986
to carry out the
philanthropic work of
the Asper family, the
Asper Foundation has
developed major
initiatives in the areas
of culture, education,
community
development and
human rights locally,
nationally and
internationally.*

To reach out to Canada's youth, the Museum will host a National Student Programme. Through a \$60 million endowment fund, 100,000 high school students from across Canada will visit the Museum annually. The Museum will also educate and sensitize our armed forces, police forces and teachers, preparing them to deal with different cultures and human rights issues.

The Forks, where Winnipeg's history began, is the inspired location of the Museum. For more than 6,000 years the junction of the Red and Assiniboine Rivers has been a meeting place for Aboriginal peoples, European fur traders and immigrants. Today, this continental crossroad continues its long tradition as a place where all nationalities gather for celebration, commerce and visiting, just as it has been for so many centuries.

The Jewish, Ukrainian, Aboriginal, Japanese, Chinese, Franco Manitoban, Canadian Francophone, Acadian, women's rights and the gay/lesbian communities have

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to Improve the World



A world-class tourism attraction, the Museum is expected to draw 250,000 visitors a year from Canada and abroad.



An interactive teaching tool will help students learn about and vote on human rights situations.

Visual concepts were designed by and permission to reproduce given by Scatliff+Miller+Murray Inc. and GBR Architects.

endorsed the project, with other groups concerned with human rights to be consulted and asked to join the private sector component.

“This museum will be an international symbol that will celebrate a country that is now one of the most inclusive and tolerant societies in the world, although we have had, and must face squarely, our darker days,” said Dr. Asper.

The first phase of the project is estimated to cost \$200 million, with support from all three levels of

government and the private sector. The Government of Canada has contributed \$30 million, with \$3 million coming from Western Economic Diversification Canada. The Asper Foundation, through the Friends of the Canadian Museum for Human Rights, is committed to raising \$60 million.

The Museum is scheduled to open on Canada Day, July 1, 2006. For additional information, contact the Asper Foundation at (204) 989-5537.♣

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WESTERN ECONOMIC DIVERSIFICATION CANADA

ENTREPRENEURSHIP

The Point-Line

by Lee Gregg



Cartography is the art and technique of map reproduction that dates as far back as human history. A Geographic Information System (GIS), developed in the early 1960s, was designed to assemble, store, manipulate and display data related to positions on the earth's surface.

By combining the ancient art of map-making with the high-tech art of GIS and 20 years of combined experience, Giselle Schween and Yvette Hawkes launched **Zone 14 GeoInfo Solutions**.

Securing their first contract before their November 2002 opening, the duo credits their success to their intimate

knowledge of the industry and some help they received along the way.

“Without the guidance and support of the **Women's Enterprise Centre of Manitoba**, the **e-Business Service Centre** and the **Canada/Manitoba Business Service Centre**, so many of our questions would still be unanswered,” said Hawkes.

“They were great,” added Schween. “Zone 14 would not have developed as quickly as it has, and we are very grateful for the friendly, expert advice we have received.”

How is a GIS developed? Every object can be represented as a single *point*, a *line* or a multi-sided *polygon*. For example, a point would be a tree in a yard, a line would be a street where a house is on, and a polygon would be the house. By combining these points, lines and polygons, GIS data layers are formed and used to create a variety of maps, such as a map of your neighborhood. Each layer provides information about a specific feature – the type of tree in your yard, the name of your street or the number of your house. Features are linked to a coordinate on the graphic image of a map and used to aid such diverse disciplines as enumeration, surveillance, urban planning and tourism.

The 1997 ‘Flood of the Century’ in Manitoba is a good example of the importance of gathering data in a GIS

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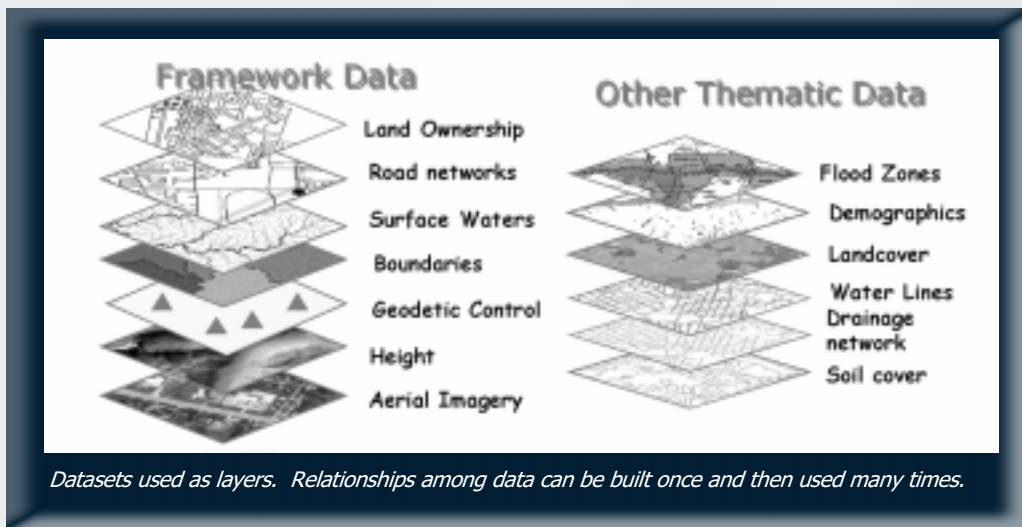
-Polygon People

format. To provide water managers and flood fighters with an easy to use map-based tool to assist in responding to future emergencies, a wide variety of information on the Red River Valley has been compiled and entered into this format. This computer model can be used to predict flood levels, evaluate how the water might rise under specific conditions, assess where and how quickly the water could spread, land elevations, where people are located and what roads would be accessible.

Zone 14 GeoInfo Solutions offers a multitude of valuable data collection and mapping services to mining, agriculture and forestry industries, as well as municipalities. Services include: project consulting, research and data collection, digitizing of data from hard copy to digital vector data, GIS development (combining of datasets to create an intuitive GIS analysis tool), raster imaging (processing and analysis of satellite data and aerial photography; creation of digital elevation models) and preparation of presentation material (compilation sets, poster displays and digital presentations).

Working primarily in the mining industry, Zone 14 is looking to expand their client base. Schween and Hawkes note that they can help clients in any industry increase productivity by providing effective business solutions. From the smallest home-based business, to the largest corporation, they can help you find the answers you need to make informed decisions.

If you're looking for cost-effective data management, your business intelligence is just a point-line-polygon away. Contact Zone 14 GeoInfo Solutions at (204) 883-2592 or visit their Web site at: www.zone14.com.*



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WESTERN ECONOMIC DIVERSIFICATION CANADA

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A Network of Professionals Ready to Work for You

Western Economic Diversification Canada (WD) established the Western Canada Business Service Network to ensure that western Canadians have direct access to products and services that support their economic success. The network is a partnership of organizations with over 100 points of service across the West where entrepreneurs can find what they need to establish a business or make it grow, with services ranging from practical information and funding options, to counselling and support.

In addition to WD's office in Winnipeg, network partners in Manitoba include:

Canada-Manitoba Business Service Centre

P.O. Box 2609
250 - 240 Graham Avenue
Winnipeg MB R3C 4B3
(204) 984-2272 or 1-800-665-2019
www.cbssc.org/manitoba

Economic Development Council for Manitoba Bilingual Municipalities

2nd Floor, 614 Des Meurons Street
Saint-Boniface MB R2H 2P9
(204) 925-2320 or 1-800-990-2332
www.cdem.com/english

Women's Enterprise Centre of Manitoba

130 - 240 Graham Avenue
Winnipeg MB R3C 0J7
(204) 988-1860 or 1-800-203-2343
www.wecm.ca

Community Futures Development Corporations

Cedar Lake CFDC, The Pas
(204) 627-5450
Dakota Ojibway CFDC, Winnipeg
(204) 988-5373
Greenstone CFDC, Flin Flon
(204) 687-6967
Heartland CFDC, Portage La Prairie
(204) 239-0135
Kitayan CFDC, Winnipeg
(204) 982-2170
Neicom CFDC, Riverton
(204) 378-5106
North Central Manitoba CFDC, Thompson
(204) 677-1490
North Red CFDC, Selkirk
(204) 482-2020
Northwest Manitoba CFDC, Lynn Lake
(204) 356-2489
Parkland CFDC, Grandview
(204) 546-5100
Southeast CFDC, Winnipeg
(204) 943-1656
Super Six CFDC, Ashern
(204) 768-3351
Triple R CFDC, Morris
(204) 746-6180
Wheat Belt CFDC, Brandon
(204) 726-1513
White Horse Plains CFDC, Southport
(204) 428-6000
Winnipeg River Brokenhead CFDC, Lac Du Bonnet
(204) 345-2514

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