

ACCESS

MANITOBA

January - March 2005

You Won't Find This Troll Under Any Bridge!

by Lee Gregg

One trillion litres. That's the amount of untreated sewage dumped into our waters every year by 21 cities across Canada. Add to that the contamination of our groundwater from municipal landfills, leaky sewer lines, mill tailings in mining areas, graveyards, asphalt production, fertilizers, pesticides, sludge disposal from petroleum refineries – the list is lengthy – it's no wonder that bottled water is a rapidly growing million dollar industry.

Enter Jeff Simpson, president of **Aquatic Life Ltd.**, and his troll. Or to be more precise, the Multi-Parameter Troll 9000, a surface and groundwater quality-monitoring tool used to monitor Canada's water quality. Simpson noted, "We've had tremendous success with the Troll 9000. It can be used to test surface and groundwater, industrial influent monitoring and saltwater intrusion. Even the bottled water and

wine industries are using it for water quality monitoring."

Started in 1991 as a part-time business in Winnipeg, Simpson spent seven



Jeff Simpson with the Troll 9000 Rugged Reader used to measure dissolved oxygen. With the ability to stay calibrated for over a year, it out-performs older models that need to be recalibrated every 2-3 weeks.

years "testing the water" before launching his business full time. "The entire area of water security is a growth sector," said Simpson. "Everyone is concerned with the health and safety of our water supplies."

Early success convinced Simpson that moving his company to Pinawa would not hamper business, a hunch that paid off with a 30 per cent growth in sales last year. To ensure success, Simpson worked closely with Jenny Petersen, business analyst with the **Winnipeg River Brokenhead Community Futures Development Corporation (CFDC)**.

"Jenny was very helpful and tremendously supportive," said Simpson. "The CFDC has a gem in Jenny. She is astute enough to see what problems lie ahead for people and the CFDC funding was extremely helpful."

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INNOVATION

Trusted Environmental Water Services

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The Photometer 8000, a water quality tester capable of storing up to 1,000 test results that can be uploaded selectively or by batches to another computer.

Photo courtesy of Palintest Ltd.

Aquatic Life® works with governments and the private sector to test and monitor water resources in areas from toxicity management and plant optimization, to nutrient control and influent screening. Simpson has secured a sole-source contract with the Alberta government to provide In-Situ groundwater level and quality instrumentation – monitoring over 300 wells for the government’s “Water for Life” program.

Along with equipment for monitoring swimming pools for the City of Winnipeg and drinking water for Thunder Bay, Simpson works with the environmental and pulp and paper industries in Canada and the U.S., and has exported water level monitoring equipment around the world, including: Oman, Korea, Bolivia and Mexico.

Simpson has positioned his company as a distributor of brand name environmental testing products. The U.K.’s Palintest Ltd. leads the way in water analysis and Austria’s S::CAN has developed a spectroscopic 24 hour monitoring system, giving pulp and paper plant operators the ability to reduce chemical consumption and improve water treatment systems.

In October 2004, Aquatic Life® made headlines in the U.K. as the first distributor to take on Strathkelvin Instruments’ latest innovative product, *Strathtox*, used for precision respirometry (wastewater testing). The Scottish company is impressed with Simpson and his work in dealing with unknown liquid wastes.

Research and development is also a component of Aquatic Life®. One project currently underway is research into infrared spectroscopy. This infrared spectroscopy passes light through water samples, while a sensor detects chemicals.

In 2003, a study conducted by Leger Marketing showed that six out of 10 Canadians were concerned about drinking water supplies in Canada. With one to two million water wells currently in use in Canada, Simpson launched **Aquatest Ltd.**, providing risk assessment services for residential owners and semi-private water suppliers such as fishing lodges.

Looking for quick, accurate water test results? Contact Aquatic Life® at 1-800-409-8378 or visit: www.aquaticlife.ca.

Winnipeg River Brokenhead CFDC is a member of the Western Canada Business Service Network and is financially supported by Western Economic Diversification Canada. For information call 1-888-298-9023 or visit: <http://wrbcfdc.mb.ca/> ♣

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Knowing the Drill

by Lee Gregg

For those of us who fear the high-pitched whine of a dentist's drill, we can be forgiven for shuddering in disbelief that anyone would voluntarily choose a career that brings them in contact with the noise, smell and taste associated with dental care...everyday!

Thankfully, there are hardier souls out there and the challenge of keeping dental equipment in pristine shape is being carried out by dedicated equipment technicians. Two such technicians are Michael and Lana Demkiw, owners of **Diversified Dental Service**.

Michael started the business in 1996, repairing equipment such as drills, scalers and tooth polishers. He set the business aside and now works for the University of Manitoba Faculty of Dentistry as a dental technician. "I decided to re-launch the business as a gift to my wife," said Michael.

"A home-based business gives me the flexibility to combine a career and family," added Lana.

Michael taught Lana how to repair dental equipment and encouraged her to enroll in the Self-Employment Program offered through the **Winnipeg River Brokenhead Community Futures Development Corporation (CFDC)**, a program he participated in when he started the



Michael Demkiw with an ultrasonic scaler, Cavitron; Lana holds an ultrasonic cleaner used to clean dental tools.

business. "I thought it was great program," commented Michael. "It recognizes the difficulties faced by new entrepreneurs and helps you with your income in the first year of operation."

"They were very helpful," added Lana. "I would call them up and a business development officer would meet with us to work on our business plan, bookkeeping and business strategies."

Dental tools are precision equipment and require regular maintenance. "There are two types of hand pieces," explained Michael. "The low speed equipment needs to be serviced about every two years. But the high-speed tools, which run at 400,000 rpm, are subject to demanding sterilization techniques, causing premature hand piece failure

and must be serviced regularly."

While Lana is responsible for the hand pieces, Michael repairs and services larger equipment such as chairs and x-ray machines, providing dentists with a one-stop shop for all their service needs.

For information, call Diversified Dental Service at (204) 793-1114. For information about the program and services offered by the CFDC in your area, visit www.wd.gc.ca/pos/cfdc/xindex_e.asp.♣

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Francophone Entrepreneurs Wanted

by Lee Gregg

Once again, the **Economic Development Council for Bilingual Communities (CDEM)** is offering its successful **Summer Business Youth Program**, providing youth with the opportunity to get to know the entrepreneurial world by helping them start and manage their own summer business.

“CDEM’s youth component aims at developing an entrepreneurial culture by creating awareness about the potential of entrepreneurship and the benefits of being one’s own boss,” said Mariette Mulaire, executive director.

Last summer 12 youth participated in the program, operating a variety of businesses from computer and technical services, to lawn care and rabbit breeding. The program provides participants with a mentor, as well as financial support to a maximum of \$1,000.

Pascal Boisvert of Sainte-Anne started Le Boisvert Bois de Chauffage Firewood, a woodcutting business. “The program was fun and CDEM was there for me every step of the way.”

For the past two summers André Lapointe of Sainte-Agathe ran RPA Super Cuts, a lawn care company. “CDEM helped me by providing advice and guidance on budgets and contracts. The program is really good and helped me to succeed with my business.”

Brothers Sam and Jérôme Dizengremel of La Broquerie grew and sold vegetables through their company, Jardins Picardie Gardens. “It was interesting to learn how to run a business,” said Sam. “CDEM taught us how to manage our customers, it was great,” added his brother, Jérôme.

Aspiring Francophone entrepreneurs between the ages of 15 and 35 who live in one of Manitoba’s bilingual municipalities association territories are eligible to participate. For information about their program criteria, call 1-800-990-2332 or visit www.cdem.com/english.

CDEM is supported by Western Economic Diversification Canada. ♣



Pascal Boisvert hard at work cutting and selling firewood.



André Lapointe of RPA Super Cuts.



Vegetable entrepreneurs Sam and Jérôme Dizengremel.

Photos courtesy of CDEM.