

# WHAT WE DIDN'T SAY

**YOU'D BE SURPRISED** by the amount of strategic planning that goes into our editorial lineup each issue.

We aim for a nice mix of personal profiles, quick reads, photo features, charticles, long-form features and commentaries. We'll have focused stories about a single person or company and issue-based articles with multiple interview subjects. We try to balance provincial and gender representation whenever we can (though the story itself makes the final determination). With only six issues a year, we avoid covering a person or company more than twice a year. And, we're also unapologetically contrarian, often and deliberately delivering provocative ideas and opinions that contradict typical corporate thinking.

All of this is to present you, dear reader, with a very carefully curated selection of high quality information. This is why our innovation issue isn't (surprise!) all about technology. Over the following pages, you'll find information about local app developments, David Alston's thoughts on kids and coding, Labrador's cryptocurrency debate, the role of advanced algorithms in food production, and even explore how to innovate your way through setbacks (like Scott Hill with his Play On! street hockey program).

We're very proud of this issue, but at the same time we feel we'd be remiss if we didn't reference what we left out—in some instances because we'd covered those stories already, and in others because we just ran out of space. Examples? Here's a notable few.

Did you know that Halifax is a hotspot for brain surgery? The Brain Repair Centre (founded by scientists and clinicians affiliated with Dalhousie University, Nova Scotia Health Authority, and the IWK Health Centre) is a world leader in neurological innovation. Their mission: to discover and develop the means to prevent, repair and even reverse damage to cells and synaptic connections in the brain and spinal cord.

And had you heard that Atlantic Canada (led by St. John's, N.L. and Halifax, N.S.) is the nexus for an emerging ocean supercluster? Seriously, there are already more than a hundred private-sector companies working together to boost innovation and modernization in ocean research. Those efforts are both sparked and propelled by promises of matching dollar-for-dollar federal funds.



DAWN CHAFE

This is why our innovation issue isn't (surprise!) all about technology.



In 2012, the Government of New Brunswick and Siemens announced Reduce and Shift Demand (RASD), a multi-year agreement to integrate smart-grid technology into the province's electricity system. That brought 40 new jobs to the Smart Grid Centre of Excellence in Fredericton and partnerships with the University of New Brunswick and other post-secondary institutions. Like a self-charging battery, the collaboration is proving to be a fertile ground for an increasing number of energy-related start-ups.

Across the bridge in Prince Edward Island, more than 1,200 people are employed with more than 40 companies, testing the boundaries of bioscience. Working with local farmers and fishers, researchers are investigating cosmetics, personal care, nutrition, Ag-bio and specialty oils, treatment of diseases from aging and obesity, immunity, and infection, and animal and human health products.

And that is so not all... there's the Center for Aquaculture Technologies Canada in Souris, P.E.I. (a 21,000 sq. ft. research facility providing services in the areas of genomics, drug approvals, vaccine testing and evaluation of feed ingredients). And an emerging 3D and X-Reality technology hub in Halifax that's hoping to attract Beacon Labs to the area, a move which—if successful—could transform the city into a national centre of excellence. New Brunswick's aging population (it's home to the highest volume of seniors in the country) is being tapped as a strategic advantage thanks to AGE-WELL (Canada's technology and aging network) in partnership with the New Brunswick Health Research Foundation. They're exploring the needs of seniors and caregivers, technology for independence, active participation in society, prevention of disease, and promotion of good mental and cognitive health.

I could go on. And on, and on, and on... but sadly, I have once again run out of room. The good news is that there is always another magazine and another issue's content to curate. Have an innovation story you'd like us to cover? Let us know—we're always open to new ideas.

Dawn Chafe started with *Atlantic Business Magazine* as a freelancer 23 years ago, becoming editor in 1998.

#### FEEDBACK

✉ [dchafe@atlanticbusinessmagazine.com](mailto:dchafe@atlanticbusinessmagazine.com)

🐦 [@AtlanticBus](https://twitter.com/AtlanticBus); @ABM\_Editor; #BetweenTheLines