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the new elite

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NEEDS TO COMPETE

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Omer Arbel, 'some'

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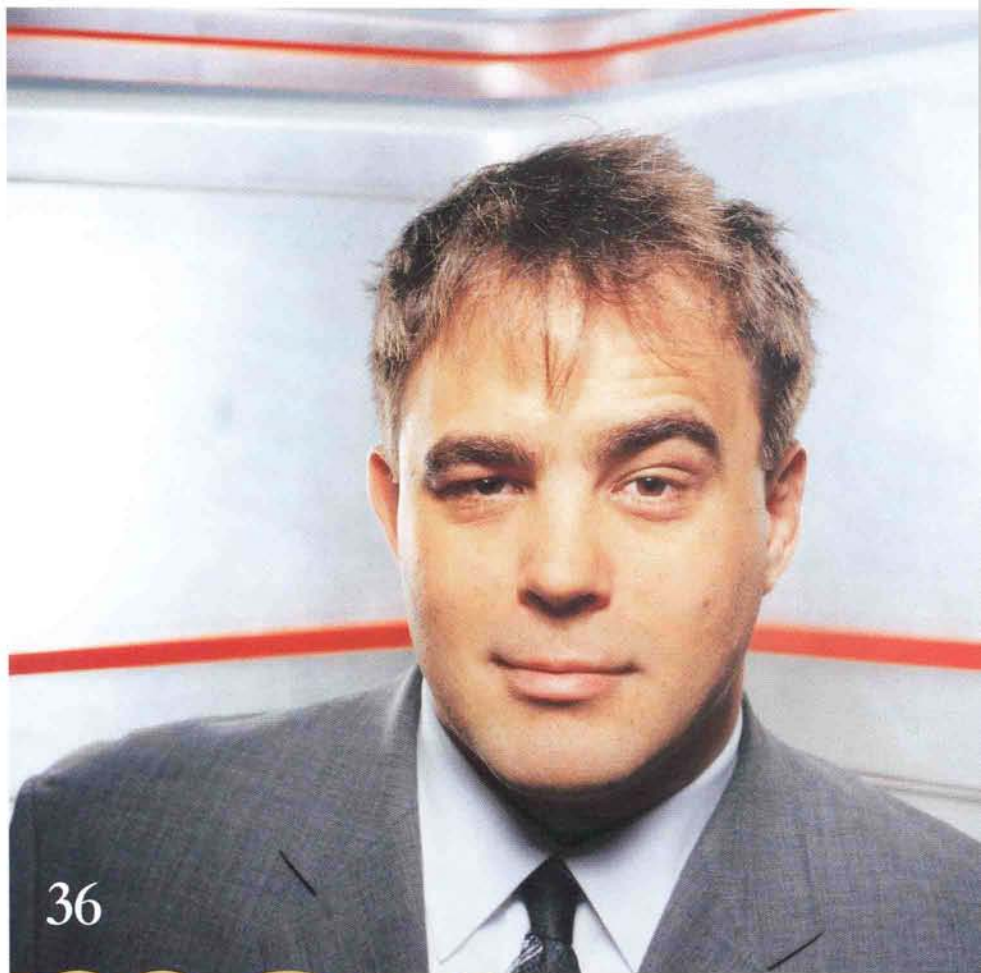
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the new elite

Forget the old news money-and-power set. These 25 'newcomers' are putting B.C. on the map as a centre of creativity and innovation and boosting our reputation on the world stage as a city to reckon with

By Linda Bartz

[cover]

Auchinleck created this life- and cost-saving system by listening to his potential customers who worried about the mistakes made in blood transfusions. Then, he and his colleagues looked at the barcode technology used to identify millions of blood samples in medical labs. "Making the leap to creating barcodes for patients was just the next logical step," says Auchinleck. "This process really taught me to listen to my customers because the technical solutions are often there already and just need to be used in a novel way."

Dave Baar

CTO and Founder, IDELIX Software

Rock climbing requires gymnastic agility and a strong grip on your fears. Those same qualities are reflected in innovative companies such as IDELIX Software. Call it telling, but the group first got together because of their shared passion for rock climbing. Dave Baar, 41, is an engineer and a physicist and his leadership since 1996 has created 21 patented (so far) globally unique products to enhance the manipulation of 2-D and 3-D information imaging technology. For example, PDT (Pliable Display Technology); sold to



ROCK STAR: Dave Baar's information imaging technology has been a hit with the Fortune 500 set

original equipment manufacturers as a computer component, it is a more direct, more intuitive information-dense user interface which also allows much greater manipulation of all graphic imagery. It has a broad variety of applications; Baar has established partnerships with Fortune 500 companies such as Kodak and Boeing Integrated Defence Systems. The technology is also used by those working with mapping technology, surveillance cameras and remote sensors.

IDELIX's 22 staffers' backgrounds range from mathematics to the arts. The interplay between seemingly opposite skill sets makes for a lively workplace . . . and an increasingly profitable bottom line. Although quiet about specific numbers, Baar does allow that IDELIX is "on a solid path to break-even" . . . an upward path that has had its fair share of boulders and craggy precipices. Agility, vision and a healthy pragmatism; keep an eye on this group of adventurers.

Dr. Daniel Pauly

UBC Professor and Director of UBC's Fisheries Centre

Scientific American recently named Dr. Daniel Pauly, 56, one of its Top 50 Scientists for his role as a world leader and innovator in fisheries science. Among his major achievements are two of the world's most important fisheries projects: FishBase is a global database packed with information on more than 27,000 species of fish (its website now gets nine million hits a month); The Sea Around Us project, funded by a \$4-million grant from the Philadelphia-based Pew Charitable Trusts, tracks the effect of fishing on world fish stocks and marine systems. "The impact is very simple," explains Dr. Pauly. "Over the last 300 years, more boats, less fish."

Dr. Pauly is a vocal, enthusiastic and sometimes controversial advocate for marine life and counts Charles Darwin as one of his heroes. In recognition of the great biologist and father of the theory of evolution, Dr. Pauly has written the soon-to-be published textbook *Darwin's Fishes* (a play on Darwin's Finches aka the Galapagos Islands birds whose diversity of beaks first caught Darwin's eye).

The next time you want to bone up on all of the fish you'll see at that spiffy Caribbean resort, log onto fishbase.org and thank Dr. Pauly for his lifetime of curiosity and advocacy that helps you name them . . . and also helps ensure that fish everywhere survive for the betterment of me, thee and them.

Dr. Nemy Banthia

Professor and Distinguished University Scholar, Department of Civil Engineering, UBC

Dr. Nemy Banthia, 45, is acutely aware that, sooner rather than later, corrosion of reinforcing steel in bridges and parking garages, and rapidly deteriorating highways will cost Canadian cities alone \$44 billion in repair and maintenance costs. That's why his discovery – which uses fibre-reinforced polymers to seal bridges and roads – is such an important breakthrough for civil engineers around the world.

The cost-effective polymer solution can also be sprayed on facilities such as hospitals, government buildings, and embassies and consulates to make them earthquake- or terrorist-resistant. Proven in the lab and on the Safe Bridge near Duncan, B.C., the spray technology is now being commercialized by

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