GOLF: Partner Up • Neil Macrae’s Heart • Charity Tourneys

GOOD TO GREAT
How companies are using the book to get better

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The after-kids paycheque?

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You know you want them

the new elite

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BCBusiness May 2004
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
made in blood
barcodes for patients
used to identify millions of blood samples in
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Rock climbing requires gymnastic agility and
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medical labs. "Making the leap to creating
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@ties
shared passion for
because of their
first got together
rock climbing. Dave
Baar, neer and a physicist
Software. Call it
@hbme.wg
the
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

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 engi-
neer and a physicist
and his leadership since 1996 has
created 21 patented
(somewhat) globally
unique products to
enhance the man-
ipulation of 2-D and
3-D information
ingaging technology. For example, PDT
(Pliable Display
Technology), sold to
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 staff's 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 achieve-
ments 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 advo-
cate for marine life and counts
Charles Darwin as one of his her-
roes. In recognition of the great bi-
ologist and father of the theory of
the 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
captured 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
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