

## **Ernst & Young celebrates Atlantic finalists for 2009 Entrepreneur Of The Year®**

Firm says today's entrepreneurs are tomorrow's market leaders

(Halifax – July 7, 2009) Entrepreneurial-minded companies are growing with incredible speed and quickly entering into the ranks of the world's largest corporations, Ernst & Young said today when unveiling this year's finalists for the Ernst & Young Entrepreneur Of The Year Awards.

"By embracing the entrepreneurial spirit, this year's finalists are growing businesses, creating jobs and building communities despite daunting economic challenges," says Joyce Hoeven, Partner and Atlantic Director of the Ernst & Young Entrepreneur Of The Year Awards. "Entrepreneurs who seize the opportunities that arise in adversity can ignite a spark, and propel our economy forward."

Historically, economists, academics and industry leaders have agreed that recessions foster the innovative thinking synonymous with entrepreneurship. As referenced in Ernst & Young's publication, *Entrepreneurship and innovation*, many of today's most recognizable brands were actually born during recessions. Many of these so-called "downturn babies" now have market capitalizations in the hundreds of millions, or even billions, of dollars.

"Innovation stimulates economic growth, and that means there is no time like a downturn to take advantage of entrepreneurial thinking," says Hoeven. "Companies cannot afford to be paralyzed by fear. The global recession represents an unprecedented opportunity for growth."

A recent Ernst & Young survey, *Seizing opportunities*, shows many entrepreneurs already have the right idea. Ninety-three percent of respondents said that, despite the economic downturn, they are broadening their customer base and entering new markets.

"It's reassuring to see that many entrepreneurs are already taking bold steps forward," Hoeven notes. "No company is ever too big to have an entrepreneurial focus. By building the right corporate culture, even large corporations can think outside the box and drive new ways of doing business."

The Entrepreneur Of The Year Awards recognize the spirit and contribution of entrepreneurs here and around the world. The Canadian program is in its 16th year of honouring the country's most impressive entrepreneurs from all areas of business.

The Atlantic winners will be announced at a banquet on October 1, and the overall winner will represent the region at the national banquet held in Vancouver on November 24.

### **The 2009 Atlantic finalists for Entrepreneur Of The Year are:**

#### **Business-to-business products and services**

##### **Rod Kerr**

Frontier Technologies | Dartmouth, Nova Scotia, [frontiertech.net](http://frontiertech.net)

Offers a range of services for its residential and business customers in the cable/telecommunications industry.

##### **Normand Caissie**

Imperial Manufacturing Group | Richibucto, New Brunswick, [imperialgroup.ca](http://imperialgroup.ca)

Produces high-quality products while striving to be a low-cost producer in the heating, ventilation, air conditioning and building products industries.

### Business-to-consumer products and services

#### **Andrew Bell**

Bell Group of Companies | St. John's, Newfoundland and Labrador, [cohens.ca](http://cohens.ca)  
A diversified private company operating in business-to-business products and services and business-to-consumer products.

#### **Steven Kay**

The Orb Factory Limited | Halifax, Nova Scotia, [orbfactory.com](http://orbfactory.com)  
Designs, manufactures, sells and distributes children's crafts and activities to international markets.

#### **Ivan Cassell, Luke Reynolds**

Western Petroleum Newfoundland Limited | Harbour Grace, Newfoundland and Labrador, [westernpetroleum.ca](http://westernpetroleum.ca)  
Newfoundland's largest independently owned supplier of automotive fuels and home heating products.

#### **David Wilson**

Wilson Group of Companies | Truro, Nova Scotia, [wilsons.ca](http://wilsons.ca)  
Heating/cooling equipment manufacturer, distributor and installer, as well as fuel marketer, ski hill operator.

### Consumer products

#### **Sidney Hynes**

Oceanex Inc. | St. John's, Newfoundland and Labrador, [oceanex.com](http://oceanex.com)  
Provider of intermodal transportation services that operates two ice-class Ro-Ro vessels and one ice-class container vessel, two marine terminals and a fleet of over 2,500 containers. Also handles third-party vessels.

#### **Susan Helliwell**

PRAXES Emergency Specialists Inc. | Halifax, Nova Scotia, [praxes.ca](http://praxes.ca)  
Provides medical services to companies and governments with remote operations. Provides tele-medical advice by specialist emergency physicians, as well as medical staff (RNs, paramedics, PAs) who provide health care at remote worksites.

### Emerging entrepreneur

#### **Luke Conrad**

Cartoon Conrad Productions Inc. | Lower Sackville, Nova Scotia, [cartoonconrad.com](http://cartoonconrad.com)  
Founded in 2004 to create and produce high-quality, entertaining animation for kids and teens. On top of working on several animated television series, Cartoon Conrad creates interactive multimedia, training modules for businesses and nursing, graphic design and flash-based gaming.

#### **George Donovan**

Gogii Games | Moncton, New Brunswick, [gogiigames.com](http://gogiigames.com)  
Casual games publisher/developer working with developers and IP owners to help develop, distribute and license its IP or products to retail, online and alternative channels worldwide.

#### **Moya Cahill**

PanGeo Subsea | St. John's, Newfoundland and Labrador, [pangeosubsea.com](http://pangeosubsea.com)  
Technology development and service delivery company specializing in 3D and 4D acoustic imaging solutions for oil and gas, and other energy industries.

#### **Jay Aird, Mike Beauchamp**

Volt Media Limited | Halifax, Nova Scotia, [voltmedia.ca](http://voltmedia.ca)  
Digital media company specializing in media innovation and targeted ad networks.

## Manufacturing

### Steven Kelley

Charlottetown Metal Products Ltd. | Winsloe, Prince Edward Island, cmpequipment.com  
Designer and manufacturer of industrial stainless steel food-processing equipment. Offers full in-house design with 3D CAD, complete custom manufacturing and full-service installation and commissioning for the shellfish, fruit and vegetable, and meat and poultry industries.

### Jason Dawe, Dean Pelley

Mad Rock Marine Solutions Inc. | St. John's, Newfoundland and Labrador, madrock.ca  
Marine evacuation technology development company specializing in lifeboat release gear.

### Daniel Vienneau

Nanoptix Inc. | Dieppe, New Brunswick, nanoptix.com  
Designer and manufacturer of thermal printers for gaming, lottery and kiosk applications.

## Professional/financial services

### Keith Newhook

AMC Brokerage Limited | Mount Pearl, Newfoundland and Labrador, amcbrokerage.com  
Financial services brokerage company.

### Glen McMinn, Peter Wuensch

Breakhouse Inc. | Halifax, Nova Scotia, breakhouse.ca  
Multidisciplinary studio comprising design-focused individuals from varied backgrounds, including architecture, graphic and interactive design, interior architecture, industrial design, fine art and illustration.

### Fred Wade

Fireworks F/X Inc. | Grand Pré, Nova Scotia, fireworksfx.com  
Specializes in pyrotechnics and special effects.

### Rodney Colbourne, Steve Green, Steve MacDougall

OTS Offshore Technologies Services Ltd. | Sydney, Nova Scotia, otsl.ca  
Provider of commissioning and start-up services for the oil and gas industries.

## Social entrepreneur

### William Gale

Business Community Anti-Poverty Initiative | Saint John, New Brunswick, bcapi.ca  
Non-profit charitable organization established in 1997 to help substantially reduce Saint John's poverty cycle by helping vulnerable children, teens and parents gain the assets they need to succeed in school and achieve economic self-sufficiency.

### Keith Hamilton, Rosemary Hamilton

Laing House | Halifax, Nova Scotia, lainghouse.org  
Charitable organization that empowers youth aged 16 to 30 living with mental illness through innovative youth engagement and peer support.

### Geoff Eaton

Young Adult Cancer Canada | St. John's, Newfoundland and Labrador, youngadultcancer.ca  
Leading advocacy and support organization for young adults dealing with cancer.

Ernst & Young Entrepreneur Of The Year is sponsored nationally by Global Television Network, *National Post*, *La Presse* and RDI.

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