

WATERLOO LAUNCHES NORTH AMERICA'S FIRST ENVIRONMENTAL-ENTERPRISE-DEVELOPMENT SCHOOL

The University of Waterloo has launched North America's first school focusing on environmentally responsible business and development. The School of Environment, Enterprise and Development (SEED), centered in Waterloo's faculty of environment, will provide sustainable solutions to key local and global environmental, social and developmental challenges through education, research and training.

"SEED provides solutions to sustainable development - including local and global environmental, social and economic challenges," said Steven Young, interim director of the new school. "Students will graduate with real-world experience and training that will empower them to initiate and lead creative and influential projects in Canada and around the world."

As part of its launch in November, SEED presented a provocative, day-long symposium, entitled Business Not As Usual. It featured Canada's Industry Minister



Minister of Industry Tony Clement smiles at the audience during an address by University of Waterloo Dean of Environmental Studies Deep Saini.

Canada's Industry Minister Tony Clement and Dr. Stuart L. Smith, former chair of Canada's National Round Table on the Environment and the Economy.

Over last 40 years, Waterloo's faculty of environment has taken a leadership role in dealing with difficult resource, ecosystem, policy and sustainability issues. The faculty's innovative programs have been widely cited as a model for how the environment and business should be integrated in an academic setting.

SEED integrates the faculty of environment's expertise in environmental sustainability, business management and economic development. The new school offers two undergraduate programs: a bachelor of environmental studies in

Organic Fertilizer Feeds Company Growth

Being able to predict the future is a handy attribute when you're starting a business. And while Tammy Lawrence might not actually claim to be a fortune-teller, the evidence speaks for itself.



Tammy Lawrence

About a decade ago, Lawrence and her husband, Dave, realized that there could be a growth opportunity in the organic fertilizer business. They owned and operated - and still do - Lawrence Lawn Care, so they brought some personal expertise to that prediction.

They began to do research in the field, and, in 2006, Tammy Lawrence launched Turf Revolution, her company in Ayr that manufactures and sells organic fertilizers. To say that they were just ahead of the wave may understate the case.

Lawrence is eloquent about her products. She says they sought to develop "true organic products, based on science, not just philosophy." She underlines some key points of comparison - Turf Revolution products are entirely derived from plants and minerals, with no animal byproducts, synthetics or pesticides. She says that Turf Revolution fertilizers were not developed "as a means to get rid of a waste product."

Instead, they were originally developed to fill what was - when their R&D began eight years ago - a niche market. Of course, with more recent developments in anti-pesticide and herbicide legislation across North America - more than 160 municipalities, states and provinces across the continent have regulated pesticide use, and more have passed legislation concerning phosphorus and fertilizers - that "niche" has grown to comprise a huge segment of the market.

And what a market it is! North American fertilizer sales total \$2.8 billion, and are increasing by 30% a year. In 2007, the organic segment of that market was growing by 11% per year. However, much has changed, even since 2007, and Lawrence believes the percentages for organic are already much higher.

They're certainly higher for Turf Revolution. The company is showing 78%

environment and business as well as a bachelor of environmental studies in international development. The existing graduate program in local economic development will be complemented by additional master's degrees and training programs in environment, business and development, starting in 2010.

Extensive co-operative education and field training will give graduates both the work experience and fundamental academic skills they need to succeed.

SEED will grow to offer a fully integrated curriculum at all levels, with more than 800 students and 15 to 20 dedicated core faculty members by 2012. The school will produce the largest number of graduates with combined business, development and environmental expertise of any school in North America. For further information, go to www.seed.uwaterloo.ca.



Participating at the day-long symposium are, from left, Valerie Chort, Partner Deloitte Enterprise Risk Services, Frank Frantisak former VP Noranda Inc., Toby Heaps, co-founder Corporate Knights Inc., Olaf Weber, managing partner GOE, Zurich, Switzerland and moderator Steve Young, Interm Director SEED.

FUNDRAISER IN PINK

The Canadian Breast Cancer Foundation - Ontario Region has received a cheque for \$28,360. The money was raised by manufacturers and vendors as well as the Superior Propane Head Office staff in Calgary, National Operations Center staff, the Regional Operations Center staff and employees right across Ontario, says Jim Pinder, Fleet Specialist.

"As of early November, over 370,000 liters have been delivered by the PINK / White Superior Propane bulk truck. This puts us on pace to reach the 2,000,000 liters delivery target set for the first year. To date, the vehicle has been displayed at the Woodstock Outdoor Farm Show, the International Plowing Match, local Walk for the Cure and other fundraisers in Guelph, as well as the Oktoberfest parade and London X-Mass evening parade."

Because of the success in this fundraising initiative, Superior Propane will have four more CBCF support units on the road across the country by June 2010, supporting the "Drive for a Future with out Breast Cancer."



left to right: Jonathon Fava, Veilig Camera Systems, Steve Woodward, Lubecore (holding cheque), Jim Pinder, Fleet Specialist, Superior Propane, Louey Jabouri, General Manager, Superior Propane, Paul Kirkup, Crown Body Maintenance, Shawn Auxier, Bulk Truck & Transport, Jan Eisses, Lubecore, Dan Cushing, PacLease (holding cheque), Mike Mulligan, Kal Tire.

growth, year over year. Lawrence, who is President of the company, says the growth "is incredible."

Turf Revolution is sold right across North America; in 2008, the company set up a manufacturing facility in the US, in addition to the Ayr plant, and are developing a sales and marketing network, nation-wide.

That's a challenge for a new company, with eight employees. And that's why Lawrence is actively "looking for investment partners."

"We have a very targeted five-year

plan," she says, which includes moving more strongly into the retail market. Now, 80% of sales are for commercial and institutional applications. Accessing retail markets "across North America is very important," she says.

Lawrence's plan includes expansion in every aspect of the business - sales and marketing, organizational staff, warehousing, manufacturing... "it's a pretty substantial growth plan."

Growth: what else would you expect from a visionary organic fertilizer company? - Paul Knowles