

BEST BUSINESS STORY

Of the 25 entries submitted to the competition, most covered quite relevant topics and did so successfully. I did, however, have difficulty in seeing the business point of some of the entries. Most of the stories were well researched but I thought the top three winners told their stories in an exemplary fashion. My congratulations to the winners. I do want to emphasize that *The River Road Roaster* by *The Gleaner* definitely deserves an Honourable Mention, as it is also a very beautifully told story of a new business enterprise.

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The Mystery of History

2014 summer mystery photo series

It is officially summertime, which means the QCT's annual mystery photo series is back. This year, as a nod to the paper's 25th anniversary, we will ask you to identify or explain intriguing photos from the archives. Even better, there's no contest this year, for two reasons. There is no pressure on you to have the "best" answer, and for some photos, it is possible our readers will know more about the photo than we do.

Send us your answers to any of the following questions: When and where was the photo taken? Who is pictured? What was the event or occasion? Send your answers to editor@qctonline.com or post them on the QCT's Facebook page.



Cycling app puts Quebec City on the map

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Two Quebec City entrepreneurs have global ambitions for a cycling map app they have designed. David Boudreau and Olivier Carboneau, both formerly employed by the video game power company Beasox, joined forces last September to launch CycleMap 2.0. Boudreau recently met with the QCT to explain what CycleMap does and who is using it.



The CycleMap app displays cycling routes within the vicinity of Grey Terrace at the end of the Plains of Abraham.

Mapping the "cyclable" world
"Our goal is to be the first reference for cyclists," Boudreau stated. He continued, "I was once told that if you want to achieve extraordinary results you have to set extraordinary goals. And our goal is to map the entire world."

By that, Boudreau means that CycleMap will eventually display all the known bicycle routes and trails in the world. And he and Carboneau are well on their way to achieving their goal.

you'd use CycleMap instead of other tools such as Google Maps, Boudreau was quick to explain. "Google Maps is really good for cars. It fits into one of the three types of cycling apps that already exist: it is a navigational app." The other types are performance apps (measuring speed, calories burned, etc.) and leisure apps, which is the niche that CycleMap is targeting.

"You can use CycleMap to find your route to work," concluded Boudreau. "However, once you've ridden that route a couple of times, you won't need the app again." But CycleMap is meant to help people discover their city, or even the world, by bike. Which means that even if you know your commute by heart, CycleMap can point out the nearest bike shop if your bike chain breaks en route.

How does CycleMap work?
The app is based on a staggering volume of open-source data which Carboneau has transformed into an on-demand database that synthesizes international cycling information. Picture the data management effort involved with making one coherent set of data out of cycling routes in Italy, bike lanes in Japan, and repair shops in the UK.

What's next?
"We have so many ideas," Boudreau admitted. "Volunteering will be built into the next version, so cyclists can engage with the app while actually cycling. Available in English and French, the app's language capabilities may be expanded if user demand warrants it."

Life-threatening Lyme disease on the rise in Canada

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Lyme disease is on the rise in Canada. It is a potentially life-threatening illness caused by the bacterium *Borrelia burgdorferi* which infests wildlife such as birds, rodents and deer. Certain species of tick, most commonly the black-legged tick (also known as deer tick), contract the bacterium after feeding on infected animals and transmit it to humans by

rheumatological symptoms, including paralysis, meningitis, rheumatoid arthritis, and myocarditis (damage to the heart muscle). Lyme disease is difficult to diagnose - and is often, in fact, misdiagnosed - because many of its symptoms mimic those of other illnesses. There are not many doctors in Canada who are trained in Lyme pathology and not all medical laboratories can test for Lyme results.

It was not until Ruggiero and neurological symptoms that it was discovered she had Lyme disease. She reported that her early symptoms felt like flu and involved joint pain and fatigue, but she attributed them to general stress and a demanding work schedule. She did not see a doctor until she was very sick with blurred vision and severe back pain. It took six months of testing for a myriad of illnesses by many doctors before she found a Lyme specialist who tested her

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Hard to budget for \$18K a year on septic pumping

are paying a lot out of their own pockets to pump out aging septic tanks and, at times, to truck water in.



Bruce Langer of Bougie Doxy Candle, Walter Moreschi of Mamma Teresa, Manon Leblanc of Auberge Old Chelsea B&B, and Carrie Wallace and Sean McAdam of Hendrick Farm are frustrated by the delays to water and sewer infrastructure in Chelsea.

For years, Chelsea has been talking about the \$20 million water and sewer project and when and if and how and exactly where it will happen. Currently, Chelsea council is waiting on word from the Ministry of Municipalities on whether two votes made in 2012 on by-laws concerning the project were legal.

has made have reduced the need to pump to once a week, the restaurant owner says he can't sustain the cost for ever.

owners can't water their own flowers. Langer's building is the former municipal fire hall, where soil for the roadways was stored. "That well water is so saline that you can't drink it, you can't water plants with it, we can't make biodiesel fuel with it," Langer said. Instead, the shop collects rainwater and purchases water when necessary.

BUSINESS OWNERS
Ever since Walter Moreschi opened Mamma Teresa in March, he's been calling in trucks to pump his two large septic tanks about twice a week, costing him what he calls "a lot."

DEVELOPERS
Hendrick Farm developers Carrie Wallace and Sean McAdam have publicly weighed in on water and sewer in Chelsea. The developers have 110 acres of land and pre-sold 27 homes now waiting to be built.

Chelseaites tired of septic woes
Chelsea resident Yvon Lacroix shows off one of his 45 gallon drums full of rain water. Lacroix has had to pump his septic tank three times since April, paying out of his own pocket for each visit.

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Contact me for more info
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Judge: Mustafa Eric, Editor, Stettler Independent, Stettler, AB • Number of entries in the Best Business Story Category: 25

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BETHANN G. MERKLE

Quebec Chronicle-Telegraph

Very well done, clearly reflects the importance of the achievement and the global growth potential of the business, good interviews, great narrative. Congratulations!

JESSE STANIFORTH

the Nation

A well told story of a tooth-and-nail struggle to hold on to an opportunity and create a successful business venture with steadfast determination, the story of real self-made First Nation businessman. Great job.

2

Jumping barriers

Waskaganish business start-up Bodoosam Safety digs into mining bonanza

by Jesse Staniforth

Getting a product-distribution business started, especially one serving major mining companies in the Cree Nation, is a difficult project. Waskaganish's Darren Weistche learned that the hard way. But Weistche's example proves that a combination of ambition and persistence can get you where you want to go.



A truck driver at Goldcorp's Éléonore mine near Wemindji, Weistche said he watched as one company after another came up from the south to capitalize on the business opportunities the mine presented.

of the program agreed to give the business funding, and second, Weistche gave them a call and offered to distribute their product in Eeyou Itstchee.

"I've been working up there for two years," he said. "And I'm watching people come in and out with their businesses, be it air conditioning, HVAC, you name it. There were no Cree companies that really did what I'm doing."

"But it was a little more complicated than I thought," Weistche admitted. "Back in September, we went down and had a meeting with the Health and Safety Commissioner, and two guys at the mine. I pulled out my product, but little did I know it that it took a little more than a Barrier-to-Go product to become a supplier for a mine. I was missing about three or four thousand other products."

Weistche distributes industrial safety equipment through his company Bodoosam Safety Inc. The company was the product of a helpful coincidence: as Weistche was working at Éléonore and wondering how he could get in on the business opportunities the mine had opened up, he happened to see an episode of CBC television's Dragons' Den featuring northern Ontario firm Great Nipping Tent (GNT). That company was looking for funding for their barrier-to-go mining safety products - portable and retractable barriers used to indicate and block off dangerous areas.

Large companies like Goldcorp, it turns out, don't buy one product from one supplier at a time. Or, as Weistche explained it, "You can't be selling forks. You have to be selling the whole set. I took that as a lesson. I got caught with my pants down, and I went back and started working on a project."

The show was a success for GNT twice over: first, the Dragons

that's probably right. He's been working since the age of 17, when he began as a Hydro linesman. Since then, he's worked in construction to put himself through school, finishing a general Arts and Sciences Certificate and a pre-engineering program at Ottawa's Algonquin College, as well as a two-year Cree Trades course in mechanics, before finally ending up driving a truck at the mine.

If it sounds like Weistche has an uncommon amount of ambition,

So it's no surprise that fresh from his September defeat, he came back with a new plan. First, he talked with Wemindji's Tawish Development Corporation, who

www.nationnews.ca May 16, 2014 the Nation 5

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ANASTASIA PHILOPOULOS

The Low Down to Hull & Back News

Exposing the problem everyone refrained from talking about, the story discusses a very serious issue by allowing those affected to raise their voices, possibly paving the way for a push to the resolution of the problem, potentially helping business development in the town. The only part missing was some reaction from the municipal/provincial govt.

HONOURABLE MENTION:

CHANTAL HORTOP

The Gleaner