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St. Clair student wins Erie Shores wine poster contest

Dave Hall, Windsor Star
Published: Thursday, May 08, 2008

Joel Caron, a third-year graphic arts student at St. Clair College, has been named winner of a poster contest staged by the Shores of Erie International Wine Festival.

Caron's winning design will be the foundation of the festival's promotional campaign which is due to be launched shortly.

Caron describes his winning design as being a tribute to one of his passions -- being a percussionist.

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"There were certain content requirements including wine or grape imagery as well as musical imagery," said Caron. "I thought about a character with mallets playing rhythm on several wine glasses filled at different levels to produce unique pitches in sound. I guess you could say that this design resonated with the judges."

Festival administrator Kelly O'Rourke said the design, one of 23 entries from the college's graphic design program, will be seen everywhere once the festival kicks off its promotional campaign.

Caron said that the real-world experience was invaluable and that "it's one thing to design for a class project and quite another to design for a client competition."

Local innovator receives award from province

Steve Hengsperger, the CEO of Tersano and inventor of the Lotus® sanitizing system, has been awarded the "Innovator of the Year" award, part of the Premier's Catalyst Awards program from the Ontario Ministry of Research and Innovation.

The award includes a \$200,000 grant for further research into new and breakthrough products or services of Hengsperger's choosing.

Also, as a result of his success at Tersano sister company Advantage Engineering, Hengsperger has been selected to participate in Quantum Shift, an elite leadership program for successful entrepreneurs sponsored jointly by the University of Western Ontario's Richard Ivey School of Business and KPMG Enterprise.

Certificate of Excellence for Windsor Crossing

Windsor Crossing was recently awarded a certificate of building and management excellence by the Building Owners and Managers Association of Greater Toronto.

The award recognizes the quality in the buildings and their management teams and was the only award given to an open concept centre.

Colleen Gosnell, general manager of the centre, said the award "means that we're rising to the same level of Ontario's best-managed properties on virtually every aspect of the operation from architectural design to environmental efficiency."

Gosnell also credits the work of Earl Pulleyblank, the centre's building operator, with being central to the award.

Of about 40 awards handed out at BOMA's annual gala April 24, Windsor Crossing was one of just two winners from Southwestern Ontario.

Windsor Crossing joined BOMA, which was established in 1917, last year.

While automotive and transportation equipment manufacturing remains the dominant industry in the Waterloo Region, it represented only 14 per cent of the area's \$47 billion in revenues in 2006.

According to a report prepared by Community Benchmarks on behalf of Canada's Technology Triangle Inc., automotive and transportation accounted for \$6.7 billion in revenues.



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Windsor inventor gains recognition

BY DAVE HALL
STAR BUSINESS REPORTER

Patience and ingenuity have led a Windsor man to invent a home sanitizing system that was named this week by Time Magazine as one of the top inventions of 2006.

Using an electrical charge to infuse tap water with ozone, the system acts as a natural powerful sanitizer and removes the need for chemical use in the home.

Steve Hensperger, who started out almost five years ago to invent a new wa-

ter purification system, happened on the sanitizer idea "while doing research for the original idea.

"I had no idea how powerful ozonated water was and how it could be used as a more powerful sanitizer than hydrogen peroxide or any of the over-the-counter bleaching and cleaning agents."

So far, Hensperger and Tersano, the company he established to market the sanitizer, have sold about 20,000 units through Canadian Tire in Canada, the Sharper Image in the U.S. and on the company's website.

The product came to Time's attention during a food show in New York last spring and Hensperger believes it gained some traction over the past few weeks because of the e-coli spinach scare which essentially shut down access to spinach across North America.

"Our product kills e-coli which is why we've sold hundreds to chefs who use it in their kitchens," said Hensperger.

Hensperger, who also owns Advantage Engineering in Oldcastle, now has about a dozen employees working on

research and development at Tersano's offices in St. Catharines.

It took more than four years to bring the idea to market, partly because Hensperger had to win approvals for the product from the Canadian Standards Association, the Environmental Protection Agency and Underwriter's Laboratory.

It was largely because, according to Hensperger, "the product was so new and nobody really knew what it could do or how to test it for safety and effectiveness."

Hensperger said that even though

the product generates sanitized water that is more powerful than most bleaches, it reverts back to its original form in 15 minutes and is completely safe.

Tersano markets three products under the Lotus brand name — a home sanitizing system with bowls which can accommodate toothbrushes or baby bottles and one with a bowl which can accommodate fruit and vegetables.

Billed as a natural, chemical-free way to sanitize your home and neutralize pesticides and bacteria on food, the products sell for around \$200.