

FRANK MCKENNA: THE GODFATHER WE'LL NEVER HAVE

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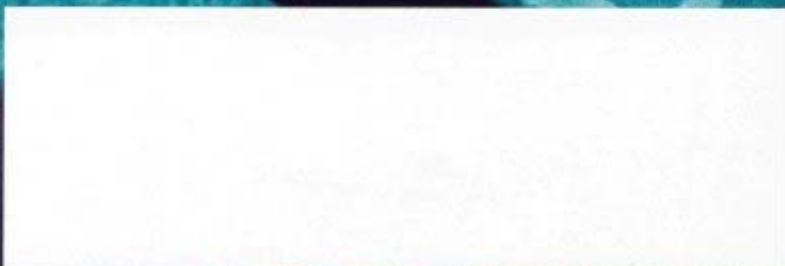
PROGRESS

ICONS & INNOVATORS

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**PROGRESS GUIDE TO
LEGAL SERVICES**

cover story

ICONS & INNOVATORS

A tribute to the persons and personal qualities that shape our world



Kenneth Colin Irving grew up in rural New Brunswick, surrounded by the wealth of nature. But K.C.'s transforming moment in the 1920s was the realization that the automobile would change everything. Roy Jodrey grew up in Nova Scotia's Annapolis Valley and quickly became one of the sharpest apple traders around. He also saw that electricity would change the world.

Both men grasped the traditional opportunities that surrounded them and used them to create wealth. Both had to rebuild after the Depression, a cataclysm that dwarfs recent recessions. Most remarkably, both saw the future and got in early. They were technology

pioneers and, if they were young today, you know they would be fascinated by the business potential of the digital world.

In the following pages we profile a select few Atlantic Canadians who helped create the world we know today, and others who are still at work shaping the world we will know tomorrow. Some of them are household names, and others played smaller roles or toiled behind the scenes. Together they represent the personal qualities that are the real raw material of our society. Two qualities you will find in each story: the courage and energy to follow through on their convictions. — **David Holt**



Louis Deveau (right)

[THE INNOVATOR]

Louis Deveau

FOUNDER

ACADIAN SEAPLANTS

DARTMOUTH, N.S.

Aristotle wrote that all things tend toward perfection; and Acadian entrepreneur Louis Deveau proved him right two millennia later. Herein lie two stories. One: In the Middle Ages, alchemists thought they could perfect base metals by transforming them into gold on the Aristotelian model. Wrong. Two: In the late 20th century, the ebullient Deveau started performing alchemical magic on seaweed, and he made it work.

Today, calling Deveau an innovator is like calling Tiger Woods a golfer. That is, it understates the spectacular. In 1981 Deveau founded Acadian Seaplants out of a home office in Dartmouth, N.S., on the firm belief that he could transform seaweed into various product lines. Time has proven him uncannily accurate.

By practicing successful research and

development long before politicians turned the phrase into a buzzword, Acadian Seaplants developed a wide range of commercial products derived from garden-variety Maritime seaweed. These included fertilizers, commercial brewing agents, food ingredients, straight food products, and ingredients in health and beauty products aimed at a different kind of alchemy: transforming age into youth.

Along the way Acadian Seaplants developed its own research division and opened markets for its products in more than 60 nations worldwide. The company also won a fair share of awards for its remarkable track record. It was named one of Canada's 50 Best Managed Companies and it received the Canadian Innovation Award for Technology. Now *Progress* magazine adds to these accolades by naming Louis Deveau one of Atlantic Canada's top innovators—and a spiritual descendent of Aristotle, to boot. — **Jim Meek**