

# OTTAWA CITIZEN

ESTABLISHED IN 1845



## NO BUG'S TOO SMALL

Well, *someone* has to sift through 50,000 weevils **WEEK AT THE MUSEUM, C3**



## A JAZZ HIT

Montreal teen singing sensation Nikki Yanofsky a rising star in U.S., **C7**

**PLUS:** Yanofsky and others part of free July concert series at LeBreton Flats, **C7**

# Activity fees too steep for families

Sports, recreation out of reach of Ottawa's young people, youth services chief says

BY MOHAMMED ADAM

The executive director of Ottawa's Youth Services Bureau says the city is pricing recreation facilities and activities out of the reach of many families.

Alex Munter, a former city councillor, said Monday that many families simply can't afford the rising cost of recreational and sports activities. As a result, many young people drift into trouble, he said.

He says the key problem

lies in the "critical" after-school hours, when a lack of programs can have a significant effect. He wants politicians running for municipal office in October to be challenged to come up with new ideas on recreation to keep

young people out of trouble.

"The barrier to access is a big piece. One of the things we have done as a community is to price many recreation activities, programs and services beyond the reach of many people," Munter said.

"Financial accessibility to recreation services is absolutely key. People need to be strategic in how they think about what they want young people to be doing — and whether we want to make the investments in recreation."

Indeed, in recent years the city has sought to balance its budget and keep taxes low by increasing user fees on a wide range of services, including sports and recreation.

See FEES on PAGE A2

**PHOTONICS' SHINING LIGHT**

**Gatineau**

## OTTAWA

**Zarlink sells optical products line**

Zarlink Semiconductor has sold an optical products line for \$15 million U.S. cash to Tyco Electronics. Zarlink wanted to sell the line for some time because it was a minor player in a highly competitive and modestly profitable optical networking industry. Chief executive officer Kirk Mandy said company will concentrate on communications timing chips, medical wireless devices and related fields.

## CANADA

**Harper urges G20 to focus on deficits**

Prime Minister Stephen Harper wants leaders of the Group of 20 industrialized countries to turn their focus to deficit-cutting plans. In a letter sent Monday, Harper said markets may "dictate the terms" of any future fiscal consolidation if leaders don't establish "credible" plans to shore up their finances. Harper also called on countries with "high savings" to provide more support for global demand. He didn't name countries.

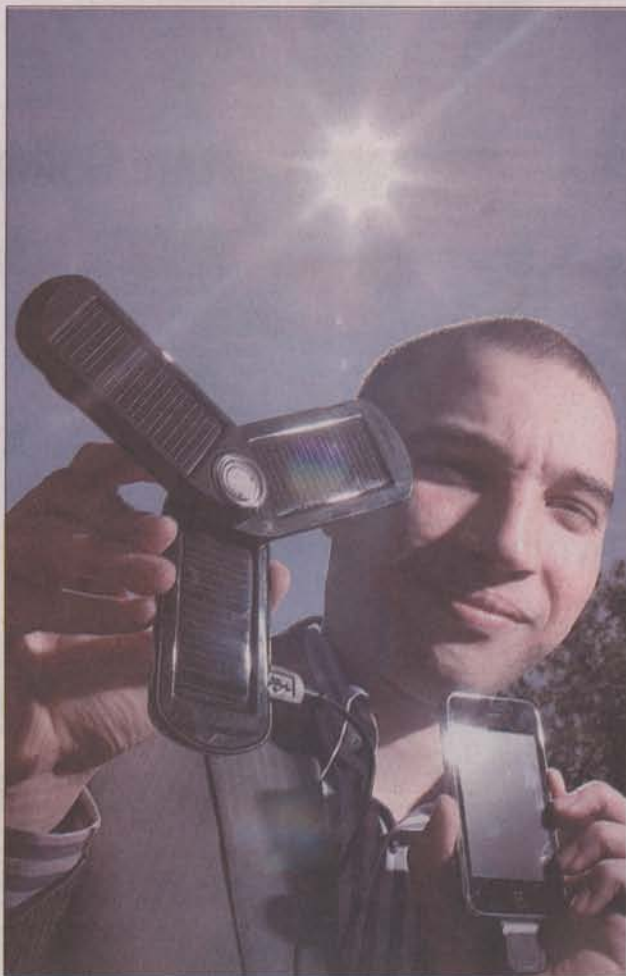
**CAE wins training deal**

Flight simulator and training company CAE Inc. said Monday it won a \$90-million aircraft maintenance training contract from Lockheed Martin for the Canadian air force's new fleet of 17 CC-130J Hercules transport planes. The contract is in two phases and extends out until 2016. The company said it would create about 70 jobs, around 20 of them permanent.

## INTERNATIONAL

**Insurance against euro slide hits high**

Trader demand for insurance against a slide in the euro is the highest in more than seven years as they bet European plans to fix the region's debt crisis will worsen the currency's slide. Demand for one-month options giving investors the right to sell the 16-nation currency rose last week to the most since before 2007. The increasing price for protection against further declines shows the European Union's \$1 trillion in loan funds to keep members from default has failed to persuade investors that nations will get deficits under control.



CHRIS MIKULA, THE OTTAWA CITIZEN

Sharif Higazy, of Kiwi Choice, has spent the past year designing a backup power supply for portable devices, the U-Powered charger.

## Entrepreneurs get a charge out of solar powering device

Sharif Higazy is a longtime fan of solar technologies and has been thinking about ways to use them in everyday life, reports VITO PILIECI.

A pair of Ottawa entrepreneurs are hoping to revolutionize the way people charge up their cellular devices.

Sharif Higazy and his wife, Alia El Banna, have spent the past year designing the Kiwi U-Powered charger, which is essentially a chocolate bar-sized device containing a battery that can be charged through a variety of means including solar energy. The device is designed to be a pocket-sized backup power source for portable devices.

The Kiwi folds out into something that looks like a camera tripod, which can be placed in a window or a car

dashboard, exposing the solar panels.

The couple launched Kiwi Choice Inc. on Monday, to market the product.

"This is the most versatile portable charger out there," said Higazy, Kiwi's vice-president of business development. "Once charged it holds its charge for six months. After that you can charge all of your mobile devices on-the-go."

El Banna, serves as the company's chief executive officer.

While there is already intense competition in the cellphone charger space — including other solar chargers as well as offerings from companies such as battery giant Energizer — Higazy notes the Kiwi U-Powered charger can replenish power supplies from solar energy in less than 17 hours. The device can be charged in less than four hours using an electrical socket or with an auto cigarette lighter adapter.

See KIWI on PAGE D2

# RIM makes China entry with Storm

BlackBerry, iPhone outselling Motorola units, new study shows

BY HUGO MILLER

## TORONTO

Research In Motion Ltd. will start selling its BlackBerry Storm smartphone with China Telecom Corp. as it tries to gain an edge over rival China Unicom (Hong Kong) Ltd., the local carrier of Apple Inc.'s iPhone.

China Telecom will offer the touch-screen Storm for its business users starting today, according to an e-mailed statement. The carrier will initially make the e-mail device available in 16 of the country's 31 provinces.

RIM is looking to Asia as sales growth there outstrips the U.S., where the company gets more than half its revenue. The Waterloo, Ont.-based company has had an agreement since 2006 to sell a limited number of older

BlackBerry 8700 models to corporate customers of China Mobile Ltd., the world's biggest phone carrier by market value.

RIM said in December that it will offer a handset customized for a locally-developed Chinese technology with China Mobile. The Storm, which debuted in the U.S. in November 2008, was criticized for its screen design and early software glitches, prompting RIM to introduce the Storm2 last October.

China Unicom began selling the iPhone on Oct. 30. Apple said in April sales there had risen to almost \$1.3 billion.

RIM's financial returns from China will be small at first, said Matt Thornton, an analyst with Avian Securities LLC in Boston. The company shipped 37 million BlackBerry globally last fiscal year.

"Expectations for the BlackBerry should be kept in check, they're coming from essentially zero market share," said Thornton.

See RIM on PAGE D2

## Canadian business brands weathered recession well

Thomson Reuters becomes country's top marque

BY HOLLIE SHAW

## TORONTO

News and multimedia giant Thomson Reuters has shot to the pinnacle of a top 25 Canadian brands ranking by Interbrand Canada.

Thomson Corp.'s 2008 acquisition of Reuters showed how ably a Canadian business can take centre stage globally, said Bev Tudhope, chief executive of Interbrand Canada, which assigned the brand a value \$9.4 billion in its Best Canadian Brands 2010 survey.

"The one thing we love about that merger was that it was so bold," said Tudhope. "Thomson Reuters has (become) a global powerhouse. They are more of a business-



JOHN MAHONEY, THE MONTREAL GAZETTE

La Senza has been a global success — although most Canadians don't realize it.

to-business brand than a business-to-consumer brand, but they have definitely gained in recognition and profile since the merger happened.

See BRANDS on PAGE D2

## BUSINESS &amp; TECHNOLOGY

## Brands: Proud to be Canadian

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They regularly run full-page ads in the business press and they did a massive rebranding campaign. We are proud to call them a Canadian brand."

Interbrand, a division of Omnicom Group Inc., the world's largest advertising conglomerate, publishes an annual list of global brand rankings and does one specifically for Canada every two years.

The agency arrives at a financial value for a brand based on three criteria: Economic earnings attributable to the brand (a subtraction of operating costs from a company's revenues and earnings); the role the brand plays in Canadian business, and; a score of the brand's strength projected into the future based on its stability, longevity, consumer loyalty, buzz and consistency of consumer experience.

Canadian brands held up incredibly well through the recession, Tudhope noted, with the top 25 of 2010 rising by a total value of \$14.9 billion, or 35 per cent, over Interbrand's last study in 2008. A noted strength among many in the top 25 is how well they are diversifying globally, which raises the profile of Canadian enterprises and cements

our global reputation, Tudhope said.

Financial institutions also ranked prominently on the list, with Toronto-Dominion Bank leaping over Royal Bank of Canada to take second place this year compared with 2008.

"The banks have always been in the top five, and our banking sector has performed better than any other in the world in the last 18 months," Tudhope said. TD, with a brand value of \$6.7 billion, moved ahead of RBC on the strength of its performance and acquisitions. "It edged ahead of RBC this year primarily because RBC's operations in U.S. are a bit of a lag on performance."

Coffee and baked goods chain Tim Hortons moved into to sixth place from 10th with a brand value of \$2.6 billion, also on the strength of its U.S. expansion, Tudhope said.

He also cited the global penetration of top-25 newcomer La Senza, the Montreal-based lingerie brand bought by U.S.-based Limited Brands in 2007.

"La Senza is operating in almost 50 countries outside of Canada. Many people in Canada do not know how successful they have been around the world."

FINANCIAL POST

## Canada's best brands

1. Thomson Reuters
2. TD
3. RBC
4. BlackBerry
5. Shoppers Drug Mart
6. Tim Hortons
7. Bell
8. Rogers
9. Scotiabank
10. BMO
11. Canadian Tire
12. Manulife
13. Bombardier
14. CIBC
15. Telus
16. Sun Life
17. Lululemon
18. Molson
19. Suncor/Petro-Canada
20. Rona
21. Shaw
22. Investors Group
23. Labatt
24. Imax
25. La Senza

Source: Interbrand Canada

## Oilsands lack preparedness

BY HANNEKE BROOYMANS

EDMONTON

A new report out of the U.S. warns the long-term growth of Canada's oilsands industry is in doubt if the industry does not aggressively manage the risks associated with its environmental and social impacts.

The report was commissioned by Ceres, a U.S.-based coalition of investors, environmental groups and other organizations working with companies to address sustainability issues such as climate change.

Andrew Logan, the group's director of oil and gas, said there is growing concern from investors that the

development trajectory in Canada's oilsands region is tremendously risky for companies, investors and the environment.

"Investors are concerned that many oilsands companies seem to be barreling ahead without well-developed plans to manage the very significant risks they face related to carbon emissions, water scarcity and other key issues," Logan said. "This lack of preparedness places tens and even hundreds of billions of dollars of capital at risk. It also raises real questions about the viability of the oilsands as a long-term investment."

CANWEST NEWS

## Rim: Building on brand

Continued from PAGE D1

"RIM is going to have to work very hard ... to build the brand."

Subscribers may not rush to buy BlackBerry as Chinese phone users use text-messaging more often than e-mail, which made the BlackBerry popular, Thornton said.

"E-mail isn't a killer app there and they don't have the distribution network or brand recognition in China that Nokia has," he said.

Finland's Nokia Oyj has a 32-per cent share of the phone market in China, according to Gartner Inc., a research firm based in Stamford, Connecticut.

Meanwhile, the iPhone and BlackBerry devices both overtook Motorola Inc. handsets in global unit

sales in the first quarter, helped by increasing demand for devices with video and Internet features, California-based research firm iSuppli said.

RIM's market share climbed to 3.6 per cent and Apple's rose to 3.04 per cent. The two companies were the only ones to increase shipments from the fourth quarter. Motorola's market share shrank to three per cent from 3.6 per cent.

Nokia remains the world's biggest mobile-phone maker, with a 37.4 per cent share last quarter. South Korea's Samsung Electronics Co. was No. 2 with 22.3 per cent and LG Electronics Inc. No. 3 with 9.4 per cent.

Sony Ericsson took the fourth spot, followed by RIM and Apple.

BLOOMBERG NEWS

## Kiwi: Solar energy for everyday life

Continued from PAGE D1

The device, which costs \$49.99 and holds enough energy to charge a person's iPhone twice, and charges almost any cellular device using a Universal Serial Bus port. Kiwi Choice said the device should last for up to five years before it needs to be replaced.

Higazy said the device was developed through a partnership with an Asian manufacturing firm. Kiwi used the Asian firm's technology in the device, but the design work was done in Ottawa.

Higazy said the U-Powered charger is now available at Kiwi's website,

www.kiwichoice.com, and he is negotiating deals with retailers such as Best Buy and Amazon.

The long-time Ottawa resident said he has always been a fan of solar energy technologies and has long been thinking about ways to use them in everyday life. Higazy said it was about a year ago that he and his wife began design work on the U-Powered charger.

He also said Kiwi will soon be releasing other consumer charging tools and technologies. He said the company will be announcing its next line of products in June.

While Kiwi is headquartered here in Ottawa, the company has distrib-

ution services in Sacramento, California.

It manufactures its products in China. Kiwi has about a half-dozen employees.

The company is privately held and is being largely funded by Higazy and El Banna.

Higazy said he expects to sell around 100,000 U-Powered charger devices this year and he hopes to close a round of financing, which will help the company expand its product portfolio.

The husband-wife duo previously operated award-winning Ottawa cinematic production firm Mosaic Productions.

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 www.heritagefinancial.ca <b>HERITAGE</b> FINANCIAL GROUP	2.08% 1 YR	3.92%	
	3.40% 3 YR	5 YR	
666 KIRKWOOD Carling of Queensway Suite 100	722-9999	Rates subject to change Min. from \$5,000 to \$25,000	

Tuesday June 15, 2010