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Entrepreneurial spirits dampened

> Growth in B.C.'s emerging artisan distillery industry being hampered by liquor distribution restrictions

> Distilleries lobbying for the same rules that allow small wineries in the province to sell directly to customers

By Andrew Petrozzi

Cocktail bars might be enjoying a renaissance in Vancouver, but antiquated laws governing liquor distribution are restricting the growth and agri-tourism potential of the artisan distilleries that are springing up around the province.

While updated regulations in Oregon and other states have helped cultivate a vibrant artisan distillery industry in the U.S., small-batch distillers in B.C. are at the mercy of the provincial Liquor Distribution Branch (LDB).

Under current LDB regulations, distillers are prohibited from:

- distributing their products directly to customers;
- charging a fee for samples provided during tastings;
- hosting events at their distillery; and
- operating a lounge.

Distilleries can operate retail storefronts. But Frank Dieter said the industry must be allowed to distribute products directly to in-

dividuals, restaurants and hotels and private liquor stores if it's to become financially viable.

Dieter is the president of the Artisan Distillers Guild of British Columbia and owns Okanagan Spirits, which produces fruit liqueurs, grappa and Taboo absinthe. He said the rules governing B.C. wineries, which allow them to sell directly to customers, should be extended to the craft distilling industry.

Dieter, who opened Okanagan Spirits six years ago, has yet to turn a profit on his \$2 million investment.

"We're dealing with a very antiquated system that ... before craft distilling or estate wineries had its place in the province," he said. "It did not work for wine and therefore it got changed. Neither does it [work] for craft distilled products."

Distiller Peter Hunt of Victoria Spirits, which is best known for its premium Victoria Gin, said the LDB system favours large manufacturers with small margins.

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Hard sell: small artisan distilleries like Peter Hunt's Victoria Spirits are struggling to survive under what their owners say are the province's antiquated liquor laws

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Vancouver Canucks owner Paolo Aquilini and NHL player Willie Mitchell at the West Coast Fishing Club's annual fundraiser

Hawthorne Gold Corp. and a consultant for Candente Resource Corp., Adriana Resources Ltd., Adanac Molybdenum Corp., Pan American Silver Corp. and Breakwater Resources Ltd.

Victoria Vargas has been appointed vice-president of investor relations and corporate communications for Greystar Resources Ltd. She was previously vice-president of investor relations with Romarco Minerals Inc. and vice-president of investor relations and corporate communications for Iberian Minerals.

Joe Tai has resigned from the board of Portal Resources Ltd. to pursue other personal and business interests.

William Lamb has joined the board of Terraco Gold Corp. Previously with De Beers Canada Inc., he is currently CEO and a director of Lucara Diamond Corp. Terry Lashman has resigned from the board.

Fred Sveinson has resigned as president and CEO of Merit Mining Corp. to pursue other interests. Deli Tian, chair of the company's board, will temporarily assume the office of CEO.

Technology
Randy Moore, vice-president of engineering operations, has left Intrinsic Software International Inc. as a result of the elimination of his position.

COMPANIES ON THE MOVE

Name change
Andean American Mining Corp. has changed its name to Andean American Gold Corp. to reflect its transition from explorer to developer.

New in town
Charter Real Estate Investment Trust has relocated its head office from Toronto to 2187 Oak Bay Ave. Suite 217, Victoria, B.C. V1R 1G1.



Wendy Carter, Telus Vancouver Community board member, with United Way of the Lower Mainland president and CEO Michael McKnight

HATS OFF

Business in Vancouver welcomes submissions from local small businesses and large corporations alike that demonstrate examples of corporate philanthropy and community involvement in the Vancouver area. High-resolution images are also welcome.

Glentel Inc. raised \$701,228 during the first year of a multi-year partnership with the Canadian Cancer Society, British Columbia & Yukon.

The West Coast Fishing Club's annual Fishing for Kids fundraising tournament raised \$527,000 for the Canucks Autism Network and BC Children's Hospital. NHL star Willie Mitchell, who reeled in the winning fish, donated his prize money back to the charity. Other fundraising participants included Vancouver Canucks owners Paolo and Francesco Aquilini, GM Mike Gillis and special adviser Stan Smyl.

Roper Greyll LLP donated \$150,000 to support the UBC Law building project.

Telus staff raised \$48,096 through an employee charitable giving program to support the United Way.

Ford Motor Co. of Canada, Ltd. and Metro Ford raised \$6,000 through a Drive One 4 UR Team fundraising event in support of the Coquitlam Metro-Ford Soccer Club.

The B.C. chapter of the International Facilities Management Association raised \$3,240 at a charity golf event in support of Habitat for Humanity Greater Vancouver.

Soup Sisters, a non-profit organization that provides homemade soup to women and children fleeing domestic violence, launched its Vancouver chapter with an event benefitting the Kate Booth House women's shelter. More than 50 volunteers gathered at Quince boutique food shop to cook under the guidance



Glentel president and CEO Tom Skidmore (far left) and GM Damon Jones (far right) with Canadian Cancer Society VP cancer control Cathy Adair, VP revenue development Ron Kuehl and CEO Barb Kaminski

of Andrea Carlson, executive chef, Bishop's Restaurant.

The Vancouver Aquarium (VA) sent four of its veterinary technicians to Louisiana in response to an urgent call to help save sea turtles along that state's oil-ridden coast: Chelsea DeColle, veterinary technician, animal health department; Shanie Fradette, veterinary technician and marine mammal rescue assistant, marine mammal rescue centre; Kate Cooper, veterinary technician and marine mammal rescue assistant, marine mammal rescue centre; and Lindsay Akhurst, veterinary technician and manager, marine mammal rescue centre, and board member, Oiled Wildlife Society of British Columbia.

The B.C. chapter of Architecture Canada's 2010 Advocacy Awards were presented to several architects, emerging practitioners and members of the general public in the advocacy of architecture in Metro Vancouver and B.C. Community Award recipients

included: Simon Fraser University's (SFU) Gordon Price, director, The City Program, and Michael Stevenson, chancellor; and West Vancouver Museum's Darin Morrison, director and curator, Kiriko Watanabe, assistant curator, and Isaac Vanderhorst, museum educator. Trevor Duncan Boddy, architecture critic, received the Professional Award. The Emerging Practitioner Award went to Steven Cox, founding principal and design director, Cause+Effect.

Global BC was inducted into the Burnaby Business Excellence Awards Hall of Fame by the Burnaby Board of Trade in conjunction with the City of Burnaby.

Bernard Crespi, professor of evolutionary biology at SFU, was elected to the Royal Society of Canada's Academy of Science's division of life sciences for his contributions to understanding the evolution of social behaviour in many fields of evolutionary biology.



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*NOTE: Registration deadline is Friday, October 22nd by 3:00 pm or until sold out.
NO REFUNDS; replacement participants are welcome.

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Product Manager

Glacier Media Inc. | Vancouver, BC

Glacier Media Inc. is a leading information Communications Company focused on the provision of essential information and related services through print, electronic and online media. We are currently expanding our online division and have an opening for a Product Manager.

You will be reporting directly to the VP, Digital and responsible for the day-to-day planning, specification and implementation of features and functions for Glacier Media's website and systems. The position involves working effectively in a cross functional environment, to deliver high quality products and to manage the products through the entire lifecycle from concept to deployment.

Working with commercial & development teams to identify the key business drivers and dynamics for the appropriate mix of products to launch, metrics for measuring success and a roadmap for future development your key duties & responsibilities will include:

- Define and specify new features, functions or services
- Interface with commercial teams to understand the business requirements, dynamics of the business and partner interactions
- Interface with development to plan and implement products
- Work closely with project manager and designers for user interface design and site content requirements
- Work with other operational groups, marketing and sales to establish strategies and deliver on those strategies, such as SEO, increased click conversion, etc.

This position requires extensive experience in web software development technology, knowledge of media publishing tools & content management systems, building & delivering mobile websites, demonstrable track-record in building online communities & content forums. Project Management, scheduling software projects through post launch support, working in cross functional groups, strong writing & presentation skills, leadership and intra-company communication skills are key elements for the position.

Applicants must have 5+ years product management experience in computer software or web-based products, Undergraduate degree & be proficient in writing product specifications.

Key personal qualities will include the ability to lead projects, including dealing with senior management and other diverse stakeholders. Must be a creative problem solver, excellent listener; be responsive to new ideas, able to multitask in a high pressure ever changing environment. Most importantly must have an excellent sense of humour.

For a more complete job description refer: www.employmentinvancouver.com - search jobs.

To apply for this role, please send cover letter and resume to digitaljobs@glaciermedia.ca.

Only qualified candidates considered for this position will be contacted for an interview.

