



NEW WEST GYPSUM RECYCLING INC.

Langley, British Columbia

The key to being successful in business is finding a niche market and making it your own, which is tougher than it sounds more often than not. But for Tony and Gwen McCamley, CEO and president of New West Gypsum Recycling Inc., that's just what they did when they started their company in 1985. Since then, the company has become the world leader in recycling wet and dry gypsum waste with \$17 million a year in earnings.

The McCamleys got the idea to start their company 23 years ago when the Greater Vancouver Regional District announced a ban on drywall waste in its landfill sites. With \$10,000, they began experimenting with ways to separate gypsum from the paper backing that makes drywall. Once perfected, they designed machines to automate the process, which they now own the patent rights to.

But that wasn't the end of the story. Once they had proven that drywall could be recycled, they had to convince manufacturers to start using the recycled material in their products. "A lot of big companies were really interested in what we were doing," says Tony. Today, recycled gypsum can make up as much as 25 percent of new wall board, while the recycled paper backing is made into cardboard. Currently, the McCamleys recycle more than 300,000 tons of gypsum a year.

Growth has always figured large in the McCamleys' plans for their company. As the only major recycler of gypsum in existence, they quickly realized the opportunities that existed not only in North America but around the world. They currently have two recycling plants in Canada, with a third opening in October, and one in the US. But their European business is also growing quickly. "They have very little landfill space in Europe, so anything that can be recycled, they want to be recycled," explains Tony. New West Gypsum Recycling has two plants in England already, plus one in France, and is opening a new plant in Belgium this fall.

The McCamleys say their long-standing relationship with Westminster Savings Credit Union has helped them secure the financing they need to build their \$1-million recycling machines and help them expand overseas. "The credit union has been really good to us, showing us how to raise money to fund our expansion," says Gwen. "It's been fantastic, because getting financing is often the toughest part of growing your business, but they've made it easy."



BIONOVATIONS INC.

Antigonish, Nova Scotia

Anyone who has ever tasted fresh Atlantic lobster knows that its frozen counterparts pale in comparison. Until recently, however, it was difficult to ship live lobster very far from the coast and still keep it fresh. That's where BioNovations Inc. comes into the picture, with its range of live holding and transportation systems that allow fresh seafood to be shipped around the globe and remain as fresh-tasting as the day it was caught.

President and general manager Joe Boudreau started the company in 2005 with a concept for a live transportation system that a friend had devised. "We don't have the population here to support a large charter airline business to be able to ship freight and you can't really ship live product by conventional trucks because you have a maximum of 12 hours before they die," Boudreau explains. "So, most people truck them to a major centre where they're air freighted, but that involves a lot of logistics, boxing, materials and handling."

The systems developed at BioNovations eliminate all of these shipping problems. The company produces live holding systems for tractor trailers that allows for transportation over an extended period of time. Computerized controls monitor the container environment to ensure proper water temperature and salinity while various biological and particle filters keep the water clean. The systems are completely self-contained and can hold as much as 25,000 pounds of live seafood.

BioNovations also has a line of live holding systems that are used by wholesalers, restaurants and hotels around the world for lobster, mussels, crabs, clams and oysters and can hold between 250 pounds and 1,000 pounds of live seafood.

In 2009, the company will roll out a container-based system for ocean-going vessels, which will allow wholesalers to ship fresh, live product to places such as Africa, Asia and Australia, where the hot temperatures usually wreak havoc on conventional shipping systems. "With our products, climate is not an issue, as we completely control the environment within the live holding system," says Boudreau. He plans on opening trailer manufacturing plants in Nova Scotia as well as New York.

Since he started BioNovations, Boudreau has worked closely with Bergengren Credit Union, in Antigonish, where he has been a member since he was a young man. "They're very willing to work with small businesses, and they know the fishing industry," he says. "They're local, friendly people – you're not a number there, you're an actual person."



leaders in small business