



Tim Hortons building 'flawless' service bit by bit D2

Financial Post D4-5

Capital Ideas: E-Town festival a huge hit D7-8

# BUSINESS

edmontonjournal.com/business

S&P/TSX ▲  
12,834.11 +17.23

TSX VENTURE ▼  
935.42 -4.12

DOW ▲  
15,529.73 +34.95

NASDAQ ▲  
3,745.70 +27.85

DOLLAR ▲  
97.13 +0.28

NYMEX OIL ▼  
\$105.42 -\$1.17

NYMEX GAS ▲  
\$3.745 +\$0.007

GOLD ▼  
\$1,309.40 -\$8.40

SECTION D EDITOR: DAN BARNES, 780-429-5285; business@edmontonjournal.com

WEDNESDAY, SEPTEMBER 18, 2013

## SPOTLIGHT ON SMALL BUSINESS



JOHN LUCAS/EDMONTON JOURNAL

Nicole Beart, the owner of Memory Catcher, was inspired to start her business after creating a video of her grandmother.

# Personal historian preserves memories

Nicole Beart captures stories on video for future generations

CAILYNN KLINGBEIL  
Edmonton Journal

A few years ago, Nicole Beart convinced her notoriously camera-shy grandmother to do an interview on video.

Anne, then 86, was an important influence on Beart's life, and she wanted to record her grandmother's stories. Eight months later, her grandmother died.

"I showed the video at her celebration of life, and just seeing everyone's reaction to seeing her up there, talking and laughing and joking around, even though she was gone, was such a powerful

thing," Beart said.

The 32-year-old is building a business, Memory Catcher, inspired by that experience. She helps people chronicle their life stories on video to share with family members and future generations.

"My family will be able to put on this video and future generations can kind of meet my grandmother, and know who she was other than just a still photograph," Beart said.

The videos combine interviews, photo montages and music and aren't shown exclusively at funerals — clients have also hired Beart to

record their stories for milestone birthdays, anniversaries and retirement parties.

She likes to tell clients the finished video "takes people on a guided walk down memory lane."

One of those clients is Grace Knight, who hired Beart to make a video to show at her and her husband's 20th wedding anniversary celebration.

"I'm a shy person and was very nervous to be filmed, but she made us feel at ease," Knight said.

Beart filmed interviews with the couple and their son and went through 20 years of photos to make a video of the couple's love story.

"It was fantastic," Knight said.

Be art has joined the

Association of Personal Historians, a non-profit organization with 650 members worldwide, including 60 Canadians. Members are hired to help clients create personal histories, including memoirs, video tributes, autobiographies and family histories in the form of books, audio recordings and documentaries. Association president Sarah White said the personal history profession is growing as baby boomers retire and seek help recording their family's stories.

"They're a generation accustomed to hiring coaches, be it a career coach or fitness coach, to help them," she said from Madison, Wis.

See VIDEO page D3

# Keystone fight far from over

Pricey lobbying campaign starts into sixth year

LAURA LITVAN  
Bloomberg

The fight over the Keystone XL pipeline enters its sixth year this week with no signs of slowing down, making it one of Washington's most protracted and pricey lobbying campaigns.

In all, lobbyists representing more than 50 groups are engaged on the issue and about \$1 million US has been spent in television ads in 2013 alone, following expenditures of almost \$16 million during last year's election season.

"It's the equivalent of old banking legislation that sent some lobbyists' kids to private school for 10 years, and then to college for four more," said Burdett Loomis, a political science professor at the University of Kansas in Lawrence who studies lobbying. "It was the 'Lobbyist Support Act.'"

On one side are boosters, including labour leaders, who

say the \$5.3 billion project, to link Alberta's oilsands with refineries on the U.S. Gulf coast, would create jobs and promote North American energy independence. On the other are environmentalists who warn it is an especially dirty type of fuel that will exacerbate global warming by increasing greenhouse-gas emissions.

The swarm of lobbyists are targeting a small group of policy-makers at the U.S. State Department — and ultimately President Barack Obama, who will make the decision in the coming months.

TransCanada Corp. of Calgary applied on Sept. 19, 2008, for a permit to build the pipeline. The State Department, which has to sign off because the project crosses the international boundary, is completing a second environmental-impact review after Obama rejected an initial assessment in 2011.

To mark the five-year milestone, the House Energy and Commerce Committee has scheduled a hearing to examine delays.

See LOBBYISTS page D3

# New app targets Alberta hunters

Initial response puts online aid in No. 1 spot

BILL MAH  
Edmonton Journal

An Edmonton company which netted international sales success with a smartphone app for anglers is following up with a sequel targeted at hunters.

The App Door launched iHunt Alberta the night of Sept. 10 as a followup to 2010's iFish Alberta — which spawned a series of iFish apps

for three other provinces and 23 American states. iFish has been downloaded more than 100,000 times.

"We've been asked for quite some time to come up with an app for the hunting industry," said Randy Chamzuk, president and founder of QDI Group of Companies, the technology-oriented parent company of The App Door.

So far, the response has been promising.

"In the first 20 hours, we went to No. 1 for paid sports apps in all of Canada," Chamzuk said.

See HUNTERS page D3

**2013 JAGUAR XF AWD**

LEASE FROM **\$599/month**

24 months | \$5,000 down  
12,000km/yr | Additional mileage: 0.25 cents/km  
2.9% APR | STK#J32477 | Plus GST

**JAGUAR-LAND ROVER EDMONTON**

WEB Jagroveredm.com  
LOCAL 780.484.1818  
TOLL FREE 1.877.607.9256  
ADDRESS 17820 Stony Plain Road  
Edmonton, AB T5S 2K8

AMVIC

# No word from Industry Canada on wireless spectrum auction

LUANN LASALLE  
*The Canadian Press*

MONTREAL — Consumers won't know if any foreign carriers will bring more competition to Canada's cellphone market until next week.

However, big domestic carrier Telus confirmed that it has put down a refundable deposit to meet Tuesday's deadline to bid on radio waves needed to operate cellphone networks. Wind Mobile has already said it will be among bidders for the Jan. 14 auction.

Canaccord Genuity analyst Dvai Ghose said that since the initial deposit required is "small and refundable"



GALIT RODAN/THE CANADIAN PRESS

Telus Corp. has confirmed it has taken steps to be an eligible bidder in the auction of wireless spectrum next January.

— \$16 million — there may be foreign carriers on the list, such as major American carrier AT&T.

Industry Canada will release a list next Monday of those who applied to

participate in the auction and wouldn't say Tuesday how many deposits it had received.

U.S. carrier AT&T wouldn't confirm if it would take part in the auction.

# Projects can be raw footage or edited show

VIDEO  
*Continued from page D1*

Another trend at play is the rising popularity of genealogy as a hobby, White said. People are increasingly focusing not just on important dates from the past, but also on stories. Those people are willing to pay strangers to record their history, White said, "in part to just get it done."

"Also, someone from outside the family brings the neutrality to ask questions that family members might overlook."

Beart's clients are typically baby boomers who pay \$800 to \$3,500 to have their family histories recorded. The client's senior parent is often the main interview subject. She has also worked with terminally ill clients wanting to leave a legacy of stories and messages for loved ones. They may pass the final video on to family members as part of their estate, Beart said.

Each project begins with a pre-interview consultation, then Beart typically spends a full day interviewing the subject, often in a home or office. Once filming is completed, it takes about six to eight weeks for Beart to

finish the video, which she then screens for clients.

"Usually there's the teary hugs at the end," she said. "It's always really powerful."

Some clients want only raw, unedited video footage, which can cost \$800 to \$1,000 for six to eight hours of filming. Others want a finished, edited video, which runs around the 15-minute mark and costs about \$3,500. Beart also offers audio-only options.

*"Someone from outside the family brings the neutrality to ask questions."*

ASSOCIATION OF PERSONAL HISTORIANS  
PRESIDENT SARAH WHITE

She said she doesn't know of anyone else in Edmonton doing the same type of work.

"I think she's providing something very unique," said Shirley Lowe, the City of Edmonton's historian laureate. Lowe said there are a number of people in

Edmonton recording oral histories — in fact she has hosted a workshop on recording oral history — but she hasn't heard of anyone else creating videos.

Beart incorporated Memory Catcher more than two years ago and has been working full-time for the past few months. She didn't set out to become a personal historian or entrepreneur, but a car accident caused spinal injuries that forced her to reconsider her current job teaching Grade 1.

She had spent summers working in the local film industry, and that experience combined with recording her grandmother's story encouraged her to launch Memory Catcher.

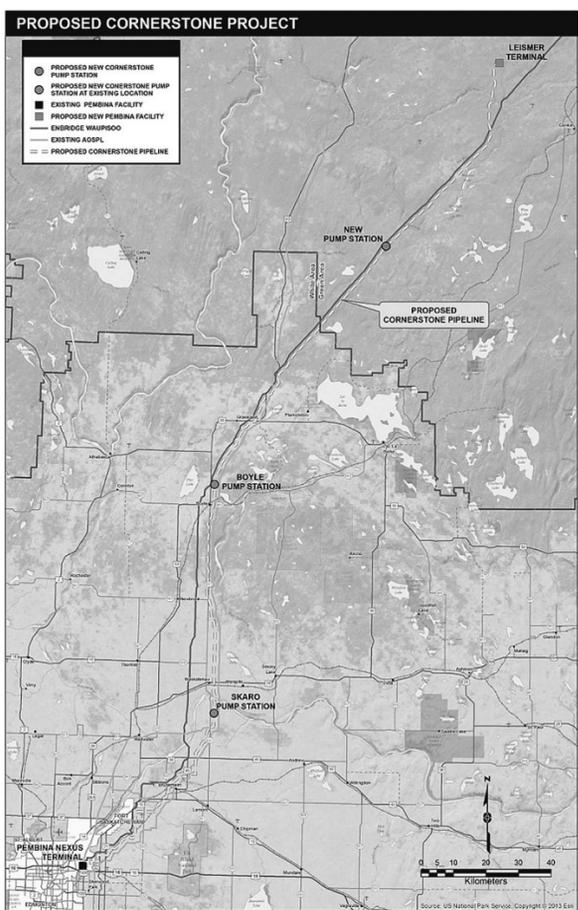
Beart has completed about 20 personal biography projects and another five videos for corporate clients, and would like to see those numbers grow, albeit slowly.

"Ideally I'd like to see four to five projects a month. I don't necessarily want the business to grow to the point it is huge, as I want to be able to have that personal touch and deliver high quality projects."

[cklingbeil@edmontonjournal.com](mailto:cklingbeil@edmontonjournal.com)  
[twitter.com/cailynnk](http://twitter.com/cailynnk)

## THE CORNERSTONE PROJECT

Pembina Pipeline Corporation ("Pembina") subsidiary Alberta Oil Sands Pipeline Ltd. is proposing to construct the "Cornerstone Project" consisting of two 320 kilometre (km) pipelines and related infrastructure to service oil recover developments in the Conklin area of northeast Alberta. The proposed pipeline system will include: parallel pipelines for blended bitumen product and diluent supply, intermediate pump stations, and terminal facilities near Conklin and Edmonton, Alberta.



Pembina is currently in commercial discussions with a producer in the Conklin area which requires the Cornerstone Project to reach outbound pipelines to Edmonton for blended bitumen. In addition, the Cornerstone Project would supply the customer(s) with diluent it requires via pipeline.

Subject to commercial agreements, regulatory and environmental approvals, Pembina expects to begin pipeline and terminal construction activities in Q4 2015 and construction of terminal facilities in Q2 2016, with system start-up expected to take place in late 2017.

If you have questions, comments or want additional information please contact us at:  
Pembina's Toll-Free Project Line: 1-888-920-1979  
Cornerstone Pipeline project e-mail: [cornerstone@pembina.com](mailto:cornerstone@pembina.com)



# No signs either side's campaigns flagging

LOBBYISTS  
*Continued from page D1*

In the lobbying drive, there are no signs of fatigue.

Billionaire investor Tom Steyer said he would spend \$1 million on a four-part ad campaign against the pipeline that started last week. The American Petroleum Institute countered by saying it could spend millions of dollars on new ads backing the pipeline. The environmental group 350.org is lining up 160 events in 45 states on Sept. 21 to rally opposition.

At the end of June, 54

companies and interest groups reported lobbying on the project, including TransCanada, ExxonMobil Corp., the League of Conservation Voters and Laborers' International Union of North America, according to disclosure reports filed with the U.S. Senate. That's up slightly from 50 at the end of March.

Supporters and opponents have held meetings with State Department officials this year. Through the six months ending June 30, 25 corporations and outside groups reported contacts

with the State Department, including BP America Inc., Chevron Corp., the League of Conservation Voters and TransCanada PipeLines Ltd. Last year, 26 such contacts were reported in disclosure reports.

Steyer's announcement about his ad campaign revived the on-air efforts, which had slowed. Advertising related to Keystone reached an estimated \$15.8 million in the 2012 presidential election year, according to Kantar Media's CMAG, a New York-based firm that tracks ad spending.

# Several app functions work off-line as well

HUNTERS  
*Continued from page D1*

iHunt provides one-stop hunting reference information, videos, tips, weather, sunrise and sunset forecasts and maps of wildlife management units, or WMUs, in Alberta.

The province is divided into zones, with the wildlife in each WMU subject to different provincial regulations, but in the bush it's hard to know where the WMUs begin and end.

The app shows the user's

location on a map overlaid with WMU borders.

"You can easily see exactly where you're standing, whether you're in that WMU or not, and you can pull up the regulations, season dates and all the data that comes with the WMU."

For hunters deep in the backcountry where there isn't cellular service, Chamzok said many iHunt functions are designed to work off-line as well.

"When you are out in the sticks, you can still get your location because iPhones

use GPS, and the data and information we've keyed in there is caching and downloadable."

The iHunt app costs \$4.99 and is available on iTunes and is expected to launch this week on Google Play for Android phones.

QDI launched 24 years ago as a computer-aided design and 3-D animation company which diversified into software and app development.

[bmah@edmontonjournal.com](mailto:bmah@edmontonjournal.com)  
[twitter.com/mahspace](http://twitter.com/mahspace)

**Over 2,200 Job Opportunities**

# explore

**Employment Opportunities • Careers • Education • Skills Training**

Attend Alberta's **LARGEST** and most **COMPREHENSIVE** career and job fair!

17TH ANNUAL

## Alberta

**EMPLOYMENT & CAREER FAIR**

October 4 & 5, 2013  
FRI. 9AM-5PM • SAT. 10AM-4PM

**EDMONTON EXPO CENTRE, HALL C**  
7515 - 118 Avenue, Edmonton

FREE ADMISSION AND PARKING

THIS PROJECT IS FUNDED BY:

**Major Sponsors:**

**The BIG \$29,000+ Tuition Draw**

Win a Tuition certificate for \$1000 or more from one of the Alberta Employment and Career Fair Tuition Sponsors.

**FROM:**

- Academy of Learning/Digital School
- Big Rig Driver Education
- MC College
- Norquest College
- Pixel Blue College
- Schoolcreative
- VanArts

**MUST ATTEND FAIR TO ENTER**

**Featured Exhibitors:**

- Baker Hughes
- Caron Transportation Services
- DFI
- Job Classified
- Rockwater Energy Solutions

Sign Language Interpreters will be available on-site Saturday only.