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Wind farmer's billion-dollar methanol dream

>Blue Fuel Energy claims its use of carbon dioxide from Spectra Energy's Pine River natural gas plant would make it one of the world's cleanest methanol production facilities

>Victoria company chasing a 10-year energy supply contract from BC Hydro that would result in its operation using as much energy as Site C dam will produce

By Curt Cherewayko

A Victoria-based energy developer is proposing to build a \$1 billion clean methanol plant near Chetwynd that would use nearly five times more electricity during production than B.C.'s top electricity-consuming industrial facility.

The 4,500 gigawatt hours of electricity that the plant would require annually for production is just short of the amount of electricity to be produced by the proposed Site C dam on the Peace River in northeast B.C.

But Blue Fuel Energy Corp.'s CEO Juergen Puetter said that despite the large electricity requirement, the plant would be one of

the world's cleanest methanol production facilities. That's because it would replace the natural gas normally used in methanol production with cheap waste carbon dioxide diverted from one of B.C.'s top greenhouse-gas-emitting facilities. That would make the 500 million tonnes of methanol produced annually by the plant a cleaner and cheaper alternative to the ethanol B.C. imports and blends in gasoline to meet the province's requirement of having 5% renewable content in gasoline.

Puetter noted that the technology behind Blue Fuel's methanol production is nothing new. It has its origins in Germany in the 1930s.

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Matt Mickiewicz: advertising revenue allowed 99designs co-founder to buy a BMW on his 16th birthday and his first home when he was 19

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Moeski Consulting delivers full design meal deal

Chef and interior designer team up to create a consultancy that handles every aspect of restaurant redesign

By Curt Cherewayko

Based on their experience, **Brett Turner** and **Karin Bohne** believe that many restaurant revamps only go halfway.

For example, some restaurateurs will bring in interior designers to do an esthetic makeover, only to discover that it's the food or staff, rather than the ambience, that resulted in empty booths.

Other restaurateurs may bring in a new chef only to discover that it's the ambience, not the food, that was keeping people away.

So Turner, a former executive chef of the first **Browns Restaurant** in North Vancouver, and Bohne, an interior designer for Vancouver's hospitality industry for the last five years, combined forces and founded **Moeski Consulting Inc.**

It's one of the few, if not the only, consulting firms in B.C. that take control of every aspect of a restaurant renovation.

For its clients, it has redesigned restaurant interiors, hired new staff, changed brands and logos, redesigned menus and led marketing efforts. And instead of simply handing over the keys once a redesign is complete, Turner and Bohne will continue to advise the restaurateur or hire a new operations manager to ensure things run smoothly.

That's an acknowledgment that, even after a makeover, a restaurant that doesn't have the right leadership can easily fail.

Where the work of some designers begins and ends, Moeski, which describes itself as a full-service interior design, concept creation and consulting firm, stays on to fill needs and considerations that clients may not anticipate.

"It's hard to teach someone with no experience how to run a place in a few weeks," said Turner.

"If we get that far and then just give it to the owner who had a failing restaurant

before and say, 'Here you go,' chances are it's not going to work."

Tom Ng opened a Malaysian restaurant called **Jonkers Street Simply Malaysian** in Yaletown three and a half years ago after immigrating to Canada from Malaysia.

He had run a successful dine-in restaurant for years in Malaysia, but discovered that Yaletown residents didn't have much interest in Jonkers.

And with only 20-seat capacity, the mom-and-pop-style restaurant would only do average sales even on the busiest of nights.

After meeting Turner and Bohne through a mutual friend, Ng hired Moeski to find a way to invigorate the restaurant.

Recognizing Jonkers' space limitations, Moeski helped Ng convert it into a takeout and delivery joint.

"We actually reduced the seats, but we changed the style of operation to help him produce more out of the small space," said Turner.

As well, they changed its name to **Fresh Bowl**, while maintaining the integrity of

"For the first three years, people living around here didn't even give us a chance. But now with this concept - healthy, fresh, quick, with delivery - we are getting regulars"

- Tom Ng, owner, Fresh Bowl

Ng's Malaysian recipes.

Fresh Bowl opened last December.

"We really picked up during Olympics," said Ng. "After the Olympics, like everywhere else, it was little bit slow, but we started promoting it and it's been picking up again."

With its recent success,



DOMINIC SCHAEFER

Karin Bohne and Brett Turner, founders, Moeski Consulting Inc.: the business partners launched Moeski to fill a gap that results in restaurant redesigns addressing only half of an establishment's problems

Ng, with help from Moeski, is scouting a location for another Fresh Bowl restaurant.

"For the first three years, people living around here didn't even give us a chance," said Ng. "But now with this concept - healthy, fresh, quick, with delivery - we are getting regulars."

Marilou Rudakewich, a designer with Vancouver's **M Studio Design Consultants Inc.**, which does design work for restaurants, resorts, hotels, kiosks and offices, had never heard of Moeski or of the concept of having a single firm doing every aspect of a restaurant redesign.

Rudakewich said that, typically, M Studios will be hired to do interior design, while other firms that specialize in other tasks, such as menu design, are also brought on for the project.

Or a restaurateur client will need nothing more than an esthetic renovation, so M Studio will be the only

firm hired.

Ng called Moeski's rates reasonable given the work it does.

Moeski has also completed a full-service renovation at the **Terminal Pub and Hotel** in New Westminster. It was a frequently empty blue-collar watering hole before the ten-month renovation, which included a menu redesign, the hiring of new staff, total interior renovation and a new logo.

Moeski also hired a general manager to ensure things run smoothly with the renovated space, which was also re-branded to become the **Terminal**.

"The owners bought it for an investment and weren't restaurateurs, so they didn't know anything about restaurants," said Turner.

Now, young New West folk are lining up to hear DJs play at the Terminal during the weekend. ■
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