



Middle Eastern as he knows it

Saffron's Sameh Wadi has a modern twist on Middle Eastern fare.

PAGE 20

'Changing the world, one bike at a time'

New Northeast shop focuses on 'citizen rider.' Perfect timing, with four new biking routes planned.

PAGE 14



Cloud Cult's journey

The band will perform from its new album at two First Ave shows.

PAGE 15



THE JOURNAL

November 8–21, 2010

Serving Downtown & Northeast Minneapolis

Biz buzz

iDream.tv named Northeast's Small Business of the Year

NORTHEAST PARK

A scrappy video production company born out of a Northeast basement has won a top neighborhood business award.

On Oct. 28, iDream.tv was honored by the Northeast Minneapolis Chamber of Commerce as the neighborhood's "Small Business of the Year." The annual award goes to a financially successful organization demonstrating leadership and community involvement in Northeast.

Initially launched more than 25 years ago as Location Images, iDream.tv began as an on-site documentary and educational films company in the home basement of Edie French and her husband Paul Auguston. Their first project

was for the University of Minnesota. French and Auguston followed a scientific expedition to North Dakota to film a total eclipse of the sun.

Then, with the advent of Web 2.0, the two evolved Location into a full-service multimedia production firm called iDream.tv.

Today, the company operates out of an industrial park northeast of the Quarry shopping center, just off of the Diagonal Trail bike path.

The biggest part of the market base these days, says French, is web clips. Through iDream's Project Green Screen, the company produces two- to three-minute Internet videos that businesses can use as introductions on their websites.

French's involvement with the local arts and nonprofit communities made her company a strong candidate for the award. French, a former chair of the Minneapolis Arts Commission, serves on the Community Advisory Board of Frank Theater, and iDream has contributed to groups like Black Storytellers Alliance, Wallin Education Partners, Minneapolis Rotary and AchieveMpls.

Through this last group, iDream participates in the Summer Step-Up program, which pairs a high school student with a local business for a summer internship.

"I think Northeast is changing a lot," said French. "It's the kind of place where we want to live and



Paul Auguston, Artistic Director, and Edie French, President/CEO accept the Small Business of the Year Award for iDream.tv. (Photographer Ann Marsden)

work. It's become so much more representative of the world at large. I think Northeast is welcoming many more cultures and ways of thinking. It's always been a melting pot."

— Gregory J. Scott