

**Greenland** from Page 1  
the sea ice.

Every step was difficult, but seemed small in comparison to the long road that brought us to North Peary Land, Greenland. Echo Geophysical co-owner John Jancik and his friend Ken Zerbst, now an analyst for ECHO, had planned three previous trips, but each had failed.

The determination the team learned in overcoming the obstacles before the expedition, paid off while on the sea ice. With cold feet, wet boots and clothing, and no island in sight, it would have been easy to turn back, but hour after hour we searched, wading through more lakes of melted snow. Then, just before midnight under the Arctic sun, Jim Schaefer saw a dark spot ahead.

It was a single rock, but

just beneath the water we could see the rounded shape of an island. This was Oodaaq, flooded by the same meltwater which had troubled us on the sea ice.

"I felt such incredible joy and relief when we found Oodaaq Island," Jancik said. "We got lucky, because we had people out there scouring the ice. Everybody did what it took. Being there on that rock was pure joy."

With that goal behind us, we returned to the mainland to explore the Benedict Mountains, and climb Star Spangled Banner Peak. We climbed through dense Arctic fog onto a sharp ridge and reached the unclimbed summit exactly one week after we had found Oodaaq Island.



*Climbers cross the Moore Glacier. The next day the team made the first ascent of the peak in the background and named it Echo Peak.*

We climbed other peaks in the Benedict Range and crossed the Moore Glacier to climb in the Daly Range. There we enjoyed spectacular views of the Moore Glacier, the Arctic Ocean, and Star Spangled Banner Peak from a mountain we named Echo Peak, in honor of Echo Geophysical.

We had had the chance to explore a remote region of the world. As we returned to base camp, I couldn't help but think of other words from Thoreau. "If you have built castles in the air, your work need not be lost; that is where they should be. Now put the foundations under them."

We had been fortunate to do exactly that.



# SeisNOTES

A Newsletter From The Echo Geophysical Corporation, Spring, 1998

## ECHO moves to new offices

Sometimes a change of scenery is a good thing and that seems to be the response at Echo Geophysical after the company moved on December 15 to new offices in the Denver Club Building at 518 17th Street.

"It's a great location," said Margi Oldani, Director of Marketing—North America. "We are closer to the 16th Street Mall and the free shuttle that runs there. Clients can take the shuttle bus and get to us very easily. We're just a block from the mall and very centrally located in Denver."

"We're in the middle of where most of the oil companies are," she continued, "and in this particular building, the Denver Club Building, there are more oil companies than any other industry. There are a lot of consultants in the building, some independent oil companies and a log library where the geologists research the wells. We are right across the street from the Petroleum Club which is where the Denver Geophysical Society holds their luncheons and a lot of oil companies belong to the Petroleum

Club." Vice President of Marketing John Jancik noted that the new office space fits the company very well and allows for room to expand in the future.

"This office presents a professional image for the company," Jancik said. "I think the employees like their offices, the way they are designed, the larger hallways, the glass walls looking out into the hallways. There is a sense of openness and everybody has a window view. We've got

Continued on Page 2

## Team reaches the Top Of The World

*"If one advances confidently in the direction of his dreams, and endeavors to live the life which he has imagined, he will meet with a success unexpected in common hours."* Henry David Thoreau

By Steve Gardiner

I waded through yet another knee-deep lake of icy meltwater on the frozen surface of the Arctic Ocean off the northern coast of Greenland. Ten of us were combing the surface of the sea ice, looking for a tiny island called Oodaaq, the northernmost point of land on earth. With each step, ice water poured over the tops of my boots and sloshed inside. The metal teeth on the bottom of my snowshoes grated on the sea ice.

Members of the Danish Geodetic Institute had discovered



*ECHO co-owner John Jancik, Dr. Terri Baker, and ECHO Senior Analyst Ken Zerbst display the Colorado flag on Oodaaq as part of the first American expedition to the northernmost land on earth.*

the island in 1978, but since that date only a handful of people had visited it. They had all arrived by helicopter and none had been Americans. As the American Top

of the World Expedition, our goal was to become the first Americans there and the first of any nation to reach the island by walking over

Continued on Page 4



### SeisNOTES

is a publication of Echo Geophysical Corporation  
Denver Club Building  
518 17th Street  
Suite 1400  
Denver Colorado 80202

Phone--303-293-9014

Fax--303-292-2554

E-Mail--Echodenver@aol.com

For more information contact  
John Jancik, Vice President  
of Marketing

Margi Oldani, Director of  
Marketing, North America  
Lisa Herhold, Marketing  
Representative

Editor--Steve Gardiner  
Volume 1, Number 1  
Copyright 1998 by Echo  
Geophysical Corporation

### Our Clients Speak

Good Morning Margi,

How have things been going for you and Echo? They have been absolutely crazy here!!

I have two seismic lines in the Wichita Mountain front that need reprocessing on a rush basis. I still haven't seen another company with as good a static solution person as Echo has. I will need them by the 23rd of February. Unfortunately, the tapes probably won't arrive until the 18th of Feb. I realize this is short notice, but if you can fit it in, I would be eternally grateful. I will forward parameters when and if you think you have time to do this.

Glen Taylor  
Kaiser-Francis Oil Company

**New Offices** from Page 1

good feedback from the employees and that's a positive because when you make a move as a company, the one thing you do not want is for people to be disenfranchised about where they are working. Having good offices is an important thing."

After employees settled into their offices, ECHO held an open house on February 17.

"We had about 65 or 70 people show up for drinks and food," said Terry Elzi, company president. "They took tours of the office and were introduced to the



**ECHO President Terry Elzi enjoys the company's recent open house.**

staff. Most people came out very impressed."

Oidani called the open house "a big success. Bison Bar and Grill were the caterers and they did a wonderful job. Also, the employees of ECHO were great. The marketing people are used to making presentations and working with clients, but some of the support people and analysts are a little shy about stepping up and meeting with people. They did a great job. I think everyone who attended had a great time."

Elzi encouraged anyone who hasn't seen the new offices to stop by anytime. "We're just a short walk from most of the people in the oil industry," he said.

**SeisBITS****Lisa Herhold joins ECHO marketing staff**

Although Lisa Herhold wasn't looking for a job when she joined the Marketing Department at Echo in February, she quickly learned that the company offered many of the qualities she values.



**Lisa Herhold**

"I was really impressed with their philosophy on family," Herhold said. "My family is very important to me. Companies often give lip service to family, but these people truly mean it."

Herhold, 39, and her husband David have a seven-year-old daughter, Charlotte. "When Charlotte came to visit, she walked by Terry Elzi's office and I told her he was the president of the company. He was meeting with someone and when she looked in his office, he made a funny face at her and she went in and shook his hand. There aren't a lot of places where that could happen."

Herhold is a Brown University graduate with 12 years

experience in synthetic fuels and nuclear power. She was born in Denver, lived 10 years in Wichita, Kansas, and moved back to Denver. "I wanted to stay in Denver and ECHO's commitment to Denver is very strong," she said. "They have some wonderful people here with lots of talent. I hope I can live up to it."

"I think it is a fascinating industry," Herhold said, "and I'm trying to learn as much as I can as fast as I can. I am very service oriented, customer driven and hopefully that is where I can start out, helping with the customer service and follow through until I

can get my feet on the ground."

Vice President of Marketing John Jancik said, "Lisa is a quick learner and brings a wonderful and warm personality to the job. I think she will work out well for us. I've been pleased that in the short time she has been with us, how quickly she has picked up some of the nuances of marketing in the oil and gas industry. I think that Margi, Lisa, and I will make a great team. Her enthusiasm and professionalism towards her job will show through real well. We were lucky to get her and have her join the company."

**9-ball, Anyone?**

**Rack 'em up with Echo Geophysical at the AAPG Convention in Salt Lake City, May 17-20**

**See us and our pool table**

**at Booth 1075 and 1077 on the main aisle**

**near the International Pavillion**

**Robinson and the Rockies, a good match**

As a fourth generation native Coloradan, Robbie Robinson loves living near the Rocky Mountains, especially when he can get into the backcountry with his fishing rod. "There's not a place in Colorado that I don't love to fish," he said.

But don't expect to find his catch in the frying pan. "I do not eat fish. I hate fish. When I was a kid, we lived in Key West, Florida, and my dad was a GI. We went out deep sea fishing one day and we brought back lots of bonitos, and right after that trip, he got orders to come back to Colorado. We only had a month to move, so we had fish for breakfast, lunch and dinner for a month. That's why I will not eat fish," Robinson explained.

Robinson, 46, had fished since he was young, but quit. He got his first analyst job processing data for Western Geophysical and was working with Ken Zerbst, who is also an analyst for ECHO now. Zerbst asked Robinson to go fishing and the day turned out to be very important for Robinson.

"I was tired and just about ready to drop out of geophysics and the oil industry," Robinson said. "We got up there and it was a completely relaxing day. I put my line in the water, fell asleep, and got sunburned. That got me back into fishing."

It also renewed his interest in living in Colorado. "In the summer I like to backpack into the high mountain lakes and while I'm fishing, my wife likes to go climb the peaks. The streams that come out of those mountain lakes

are great fishing and they're also good for panning for gold. I like that. You get to pan for gold, fish a little bit and see some of the best scenery in the United States."

**A Look Inside ECHO**

**Robbie Robinson with a 3-pound Mackinaw at a "secret" fishing spot in Colorado.**

He likes to take clients fishing, too, but notes that "once we get up there and they like what we are doing and they really want to participate, they are no longer clients, they are fishing buddies. It's a good excuse to get up into the mountains."

Robinson and his wife Denise are both registered nurses. She works at Rose Medical Center and the two of them met as medics in the Air Force. After his discharge, Robinson completed his nurse's training on the GI Bill, but by the time he graduated, he

knew his interests were elsewhere. He got a nursing job, but never left school. He found an interest in geology and soon finished a second degree in geology with a minor in math at the University of Southern Colorado.

Robinson, who began working for ECHO in September of 1995, has a fifteen-year-old daughter Danielle and an eighteen-year-old son, Jon, who worked as a delivery boy for ECHO last summer.

When he started as an analyst at Western, Robinson realized that the way to move up in business was management. "The more you move into management, the less science you do and I didn't want that," he said. "I was a group leader there and I realized that I am not a leader. I can do things independently, but I am not a leader. This (processing data) is precise. You can solve the problems and get it done. People you can't. People are too unpredictable. These guys let me do what I need to get the job done."

"I like how independent it is here. You are on your own," Robinson said. "You try to do your own marketing, your own research, your own processing and you talk to the client. Terry oversees the processing, but people do their own work as opposed to having somebody looking over your shoulder. You have to take the responsibility."

"The most important thing we do is communicating with the client and the client communicating with us. They've got to know what we're doing and we've got to know what they're looking for."