

# SeisNOTES

A Newsletter From



**ECHO** GEOPHYSICAL  
CORPORATION  
INTEGRITY · STABILITY · INNOVATION

Vol. 13, Number 2

## *ECHO Geophysical celebrates 25th year*

**By Steve Gardiner, Editor**

In the summer of 1986, the oil and gas industry had hit a low point. Randy Jackson, John Jancik, and five others had been laid off. While they looked for work, the seven got together and formed ECHO Geophysical Corporation and went to work for themselves on August 1. A lot has changed since then.

“Sometimes I didn’t think we would last a month,” Jackson said. “When we started, I hoped we would last six months until I could find something else to do. Twenty-five years is a long time, especially in a service industry. I think I had brown hair at that point.”

Jackson, currently a Senior Processing Geophysicist at ECHO, credits the company’s success with a good business plan. “We had good concepts, and we stuck with our plan. John is one who can execute that plan better than any other.”

“There is no doubt that having three business models, proprietary seismic processing, proprietary data pools and revenue sharing programs, has enabled ECHO Geophysical to have enough income to try innovative ideas during the course of 25 years,” said ECHO President John Jancik. “Like most service companies in the oil & gas exploration industry,

ECHO has had its share of up and down periods. However, one thing that has not changed is our ability and determination to stay creative and learn from past mistakes.”

### **The Evolution of a Company**

To exist this long has meant change for the company. Manager of Technical Marketing, Cormac Dorsey, noted that the oil and gas industry is “subject to volatility. ECHO has survived and flourished in an industry that is cyclical by nature, an industry that has taken a large toll on other companies.”

These changes in the industry helped ECHO develop strong ideas about doing business. Bob

Vite, Senior Geophysical Analyst, noted that the data pool concept developed by ECHO Geophysical is what has kept the company strong. He explained that when the economy gets difficult, companies still need seismic data, and the data pools offer them the ideal solution to their needs.

Database Manager Nichol Santilli has been working at ECHO for ten years. She came in with what she calls the “second generation of data pools.” ECHO had recently sold its first data pools and was beginning a new round of data pools plus adding the revenue sharing concept

**Continued on Page 2**



*Janet McGuire, Vice President of Operations for ECHO Geophysical, joins the band Swing Essence for several songs during ECHO’s 25th anniversary party at Red Rocks Amphitheatre in Denver on June 15. Photo by Steve Gardiner*

# 25th Anniversary.....Continued from Page 1

through the Chevron project. Santilli has seen the start of some 16 new programs and said, “We are constantly looking for new areas to acquire data. This is the driving force behind ECHO. We are shifting our focus to more proprietary processing, but in most people’s eyes, ECHO is a data provider.”

When Vice President of Operations Janet McGuire started with ECHO in 1998, there were still four co-owners. Now Jancik and his wife Terri Baker run the company, and McGuire likes the family atmosphere. “I feel honored that they invite me to participate in many corporate decisions. Over the years, large numbers of clients and increased data volume have necessitated more streamlined procedures, so our operational methods have changed quite a bit. Experience and customer feedback have led to more stringent internal data QC and improved products.”

Although change has affected everyone at ECHO through the years, System Manager and Network Administrator Thanos Hunt has probably seen more change than most. He can remember when ECHO had one computer connected to AOL, and he has watched as data delivery was handled on 9-track and changed through several formats to the current state-of-the-art Blu-ray Disc. “Once something hits the film industry,” Hunt said, “we know it is going to be everywhere and will affect what we do with our data.”

## The Future of ECHO

With 25 years of history behind the company, it’s easy



*ECHO President John Jancik arrives at the base of the nine summits on Echo Peaks in Yosemite National Park on ECHO Geophysical’s 25th anniversary. Cathedral Peak is in the background. Photo by Steve Gardiner*

to understand why employees at ECHO look to a good future. McGuire said, “I expect ECHO to continue its role as an innovative and flexible provider of seismic data and seismic services. Historically, ECHO has morphed as needed to meet industry demands, and the company seems poised to remain on that path.”

Dorsey agreed, stating that the company’s flexibility, responsiveness to the industry and focus on client needs will carry it into the future. The quality of the staff is also important to Vite who noted that with quality people, “ECHO will continue to flourish.”

Jackson explained that new ideas and bringing in new clients will keep the company alive and

well, carrying it through the ups and downs of the industry. Due to these fluctuations, Hunt said it is harder to project the future than in other industries, and he added, “We have been through three downturns while I have been here. We have stayed flexible and rolled with it. No doubt ECHO will be around for a long time. We don’t take the downturns lightly.”

Jancik explained, “Having Randy (Jackson) involved with the company from the start as a co-owner and senior processing geophysicist has been key as he has provided a calm sense of business logic that I do not have. Being in the office day after day with him during the difficult times of the late 1980s and all of the 1990s was an education on how to evolve and manage an independent, cash-flow company.”

## The Strength of the Company

“Because we combine three different business elements, (proprietary data processing, data pools, and revenue sharing) we are able to flex and change with client needs,” Morse said. “Two years ago, people were not contributing much to the data pools, but we were able to take in more proprietary processing. By staying diversified, we are able to switch our focus and sustain our work.”

Jackson said the strength of ECHO lies in operating “processing and data pools hand-in-hand.” That, along with strong people who successfully promote the business and others who process seismic data with integrity, keeps ECHO moving strong. Kris Brault, Senior Processing Geophysicist, added

**Continued on Page 3**

# 25th Anniversary.....Continued from Page 2

that clients get good value for their investments.

Focus on quality people has long been a trademark at ECHO, and McGuire said, "There is no doubt that people have made ECHO successful. The creative idea makers, judicious processors, tireless marketers, conscientious data handlers and forward-looking financial and administrative advisors have all contributed to ECHO's success. If I were forced to pinpoint one item that contributed above all others to ECHO's long-term success, it would be John Jancik's drive. I've never known anyone with equal determination or passion to make things happen."

Santilli added, "John is the driving force. He is dynamic, highly motivated, and highly driven. He is always pushing for people to do their best, and because of this, we are able to offer value-priced services that other people in this industry can't offer. John is always in 5th gear. There's not much of an off-

switch."

"I expect a lot from my colleagues at ECHO," Jancik said, "but no more than I expect from myself. I tell everyone on staff that if they are not interested in having the drive in making a positive impact on the company, then they need to find a different place to work. I believe in the concept of hard work potentially providing great opportunities for all employees that care."

The size and nature of the company are important to Hunt. He enjoys the new challenges employees face and the opportunities to be part of the solutions. People at ECHO have significant responsibility, work closely together, and share in the challenges and successes of the company. "We don't get lost in a department here," he said. "Everyone is important."

### **The Strength of the Staff**

That small company atmosphere is very important to many of the ECHO staff members. Vite explained that "each person

gets to try different things. We get to grow with the company. That keeps people happy, and a lot of people have been here quite a while."

Morse likes the closeness of the staff and the willingness of each person to help out. She also explained that Jancik often has special holidays (featured in an article in last issue of SeisNotes) and provides tickets to sporting events and concerts. "People appreciate that, and it helps build camaraderie," she said.

Those perks are important to Brault because they represent the way employees are treated at ECHO. "John is open to new ideas. He trusts us. For example, I work at home one day per week. Because I am not commuting that day, I work longer hours. It is a good situation for both of us. John treats the employees fairly."

In addition to Brault, other ECHO employees have unique working situations. Bill Wepfer,

**Continued on Page 4**

## ***Climbing Echo Peaks***

*To celebrate ECHO Geophysical's 25th anniversary, President John Jancik and SeisNotes editor Steve Gardiner climbed White Mountain (14,246 feet) near Bishop, California, on July 30, and several of the summit spires on Echo Peaks (11,040 feet, shown at left) in Yosemite National Park on the anniversary date of August 1, 2011. They also visited The Ancient Bristlecone Pine Forest near White Mountain where the oldest living plants exist. Several of the trees have been measured at over 4,000 years old with the oldest over 4,800 years old. Photo by Steve Gardiner*



# 25th Anniversary.....Continued from Page 3

Ph.D., works from a home office in North Carolina. Rick and Val Steineck process data from Grand Lake, Colorado. Jackson stated that benefits and trust are important for staff morale and attitudes. "People are left on their own. They are not micromanaged. When you work around people who enjoy what they are doing, things are much better."

"The current staff at ECHO has been together a fairly long period of time, and that situation lends itself to mutually supportive trust and cooperation," Jancik said. "Is this the best collective group of colleagues I have worked with in 25 years? I would say that unquestionably it is."

### **Favorite Memories of Working at ECHO**

Throughout the years, ECHO employees have collected many memories of company events and co-workers. Many tell stories of meeting clients at ECHO's winter NAPE Cabo's Party in Houston, and attending Colorado Rockies baseball games and Colorado

Avalanche hockey games as a staff. The Christmas party at Red Rocks inspired others.

***"Is this the best collective group of colleagues I have worked with in 25 years? I would say that unquestionably it is." John Jancik***

For Hunt, one favorite memory involved the move from downtown offices to ECHO's current location on South Broadway. "It was a great opportunity. We had a chance to set up our own floor layout, design our own computer room, and be part of the whole process. I really like how everyone got involved in the process."

McGuire summed up much

of what it means to work at ECHO when she said, "There are certainly plenty of stories to tell about individual employees and circumstances, but I think most of my best memories come from situations in which the company grew as a result of forward-thinking input and/or commendable team effort. Examples of these situations include launching the very first 3D data pool centered on the Gulf Coast and successfully negotiating, promoting and completing the Chevron Rocky Mountain Revenue Sharing Program."

"I want to thank all of our clients, colleagues, friends and family for helping make the first 25 years of ECHO a success. I really appreciate all of your support and look forward to a bright future," expressed Jancik.

For more information about ECHO Geophysical or its programs, contact John Jancik at 303-893-9014 or email him at [jjancik@echogeo.com](mailto:jjancik@echogeo.com).

## ***ECHO Licenses Tsunami Software***

*We at ECHO Geophysical Corporation often tout our desire to provide the best products and services possible. These aspirations recently set us on a path to investigate different software options available for pre-stack time migration.*

*Our software studies included research into imaging quality, ease of use, performance efficiency, system compatibility and customer service. Analysis of all these factors led ECHO to acquire licenses to the Tsunami Pre-stack Kirchhoff Time Migration.*

*We found the Tsunami package to excel in each category, and ECHO is excited to present this new software package as part of its arsenal of seismic processing tools. If you would like more information about this software or ECHO's decision to acquire it, please contact Janet McGuire at 303-893-9014 or [jmcguire@echogeo.com](mailto:jmcguire@echogeo.com).*

# Team HighPoint succeeds in Scandinavia

**By Steve Gardiner, Editor**

With hopes of reaching the highpoints of Denmark, Sweden, Finland, and Norway, the 2011 Top of Scandinavia expedition left the U.S. on June 26. This ECHO-sponsored international extension of the 50 For Tibet project proved to be a huge success.

Anticipating the trip, Vice President of Business Development and Marketing Jessica Morse thought, "What a great vacation this will be. Within the first couple of days, I realized this was far from a vacation, and it was most definitely an expedition. Crossing four countries in two weeks and hiking the four highpoints was no easy task, but I enjoyed it immensely."

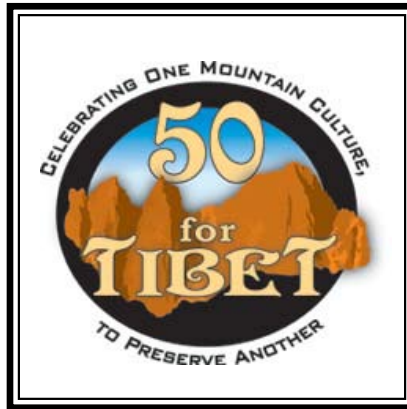
With multiple trips on trains and cars, our team experienced vast amounts of the countryside. Kevin Allison, Senior Geophysicist for Petro-Hunt in Dallas, Texas, joined the group and "found the Scandinavian farm landscape to compare favorably to any in the world. The classic red farmhouses and barns, all tidy and well-maintained, were set in spectacular glacial valleys amid the veils and mists of countless waterfalls and surrounded by bright green fields of hay and wheat and the darker green of dense conifer forests."

## Copenhagen and Denmark

The landscape in Denmark is low elevation, so the highpoint, Mollehoj (MOW-ya-hoy) is a three-hour drive outside Copenhagen and a five-minute walk from the parking lot. The highpoint is marked by a stone millwheel near a barn.

## Stockholm and Sweden

From Copenhagen, the team



took a train to Stockholm, a city built on 14 islands connected by a maze of bridges, and embarked on a 15-hour drive north through most of the length of Sweden, across the Arctic Circle, and into the town of Kiruna (KEER-oo-na), for the Swedish highpoint, Kebnekaise (KEB-na-kai-sa).

We knew this highpoint would be the most difficult of the trip. It requires a 12-mile hike into the mountain lodge, a long summit day, and a hike out on the third day. We were worried about the low clouds and light rain on the approach hike, but on summit day, clear skies prevailed.

"Of the four highpoints, Kebnakiase was by far my

favorite," Morse said. "The challenges started with the six-hour hike in, continuing on up the East Route the second day with glaciers and crevasses. The most challenging part mentally was the via-ferrata (a section of very steep and exposed rock protected by a steel cable) as well as finally making it to the tiny snowy summit that was intimidating but so beautiful and gratifying. It was a hike and view I hope to never forget."

ECHO President John Jancik agreed. "Kebnekaise was a classic climb featuring a wide variety of types of climbing. The mountain's exposed summit pyramid was especially dramatic and put an exclamation point on the wonderful ascent."

The climb to the summit on the second day took our group 14 hours round trip. The weather remained perfect and removed all of our concerns from the previous day. In fact, when we returned to the mountain lodge, Jancik spoke with one of the local guides who said they get about two days per

**Continued on Page 6**



*This view greeted Team HighPoint members from the summit of Galdhopiggen, the highest mountain in Norway, on July 8, 2011. Photo by John Jancik*

**Team HighPoint.....Continued from Page 5**

summer that are that perfect. We had been very lucky.

The 12-mile hike out on the third day gave us a chance to think about the beauty of Kebnekaise and the experience of climbing it. Morse said, "I remember feeling so happy about all of our accomplishments."

"It was wonderful to be back together with many of the same individuals that have participated in the Top of the World, Top of Africa, and 50 For Tibet expeditions, and to climb with three new adventurous people that share the same energy and drive to visit new places," Dr. Joe Sears, research chemist from Kennewick, Washington, said. "Every mountain we have climbed in past expeditions has presented its unique challenges and vistas. This trip was no exception."

**Kilpisjarvi and Finland**

The drive from Kiruna, Sweden, to Kilpisjarvi (KEEL-pees-yar-vee), Finland, was four hours of one lake after another shining under the low Arctic sun. More than 100 miles north of the Arctic Circle, the sun never sets in July, so our arrival at the hotel gave us a chance to truly see the Midnight Sun. Herds of reindeer lined the highway and often



*The members of the Top of Scandinavia team are, from left, Denby Gardiner, Jessica Morse, Kevin Allison, David Baker, Dr. Terri Baker, Steve Gardiner, John Jancik, and Dr. Joe Sears.*

wandered onto it, and a small herd roamed the hotel parking lot.

The highpoint of Finland, Halti (HALL-tee) offered an exciting adventure. A local floatplane company will land on Pitsusjarvi (PEET-soos-yar-vee), a lake some five miles from Halti. The tiny pontoon plane will carry three passengers, so our eight-person team required three flights to arrive at the lake.

Allison recalled the flight in the floatplane as "an opportunity to witness the extent of the Arctic wilderness and the powerful imprint of glaciers on the landscape."

For Morse, the walk up the long valley to Halti was a chance

to experience "waterfalls, a herd of hundreds of reindeer, bagging two peaks, and literally jogging down the mountain to catch the floatplane out in time. It almost felt like a dream. If it weren't for the mosquito bites, I would question whether or not it was."

Jancik found the moment on top of Halti a special treat. "To think we were on the northernmost international highpoint on Earth was a pretty neat feeling to have."

**Oslo and Norway**

From Halti in Finland, our group had a 24-hour drive to arrive at Galdhopiggen, the highpoint of Norway. "The entire two-day drive would have been excruciating if it weren't for the complete sense of awe every time I looked out the window," Morse said. "Taking the ferry boat through the Fjords was breathtaking, and it felt surreal."

"I loved how stunning Norway was," said Denby Gardiner, student at Mesa State College in Grand Junction, Colorado. "My thoughts through the entire excursion were mainly that I could not even believe where I was, and that it could



*On the summit of Kebnekaise, the highpoint of Sweden, team members Jessica Morse, Kevin Allison, Steve Gardiner, and Joe Sears celebrate. Photo by John Jancik*

Continued on page 7

## Team HighPoint.....Continued from Page 6

actually have been that beautiful.”

The weather again held perfect for the ascent of Galdhopiggen, a seven-hour climb on steep, rocky terrain and snowfields. “The Norway highpoint was the most beautiful summit of the trip in my opinion, and we were lucky to spend an entire hour on top enjoying eating our lunch in the sun,” Morse said.

“The moment I reached the summit of Norway’s highest peak, and knew that we had successfully achieved all four international highpoints, was very satisfying,” Jancik said. “We were blessed with outstanding weather which made these highpoints all that much more enjoyable.”

“My favorite memory of the trip was definitely the summits,” Denby Gardiner said. “Standing on those peaks and seeing the miles and miles of amazing landscape is such a reward for the long, rigorous, physical haul, and makes it more than worth it.”

After Galdhopiggen, we spent one night in Lillehammer, home of the 1992 Winter Olympics, before driving into Oslo for the final day of our adventure. Allison found the city interesting. “Oslo has a variety of sights packed into a small area: nautical museums for the Fram, Kon-Tiki, and 1200-year-old Viking ships, the national folk museum, a new ultramodern opera house on the harbor, and the spacious Vigeland Park with its sculptures and inviting fields.”

The Kon Tiki Museum houses the raft Thor Heyerdahl used to travel from Peru to Polynesia in 1947. The Fram Museum contains the polar exploration ship The Fram which took Fridjof Nansen to the Arctic and Roald

Amundsen to the Antarctic.

“The Fram Museum was especially incredible,” Jancik said, “as it brought that entire period of polar exploration to life.”

Sears said, “It was particularly disturbing to hear about the bombing and shootings in Oslo two short weeks after our return to the States. I found it incredible that such a thing could happen in a country that houses the Peace Prize Museum, where just across the street in the Town Hall, the Nobel Peace Prize is awarded every year.”

### 50 For Tibet

Following last year’s Top of the British Isles trip, the 2011 Top of Scandinavia Expedition added one more chance for team members to create awareness of the 50 For Tibet project which is designed to help the Rowell Fund For Tibet in supporting Tibetan writers, artists, and musicians who are preserving Tibetan culture.

In an interesting coincidence, Allison noticed that some previous climber shared our team’s sentiments. “Buddhist prayer flags attached to Galdhopiggen’s highpoint marker were an interesting show of support for

Tibetan culture,” he said.

Taking the 50 For Tibet project overseas was important to David Baker, Senior Geophysical Analyst at ECHO. “It’s nice to see the 50 For Tibet project expand beyond its original scope and see continued donations for the Rowell Fund for Tibet.”

In addition to David Baker, Jessica Morse, Kevin Allison, John Jancik, Denby Gardiner, and Joe Sears, team members included Dr. Terri Baker, Denver physician and ECHO Executive Vice President, and me.

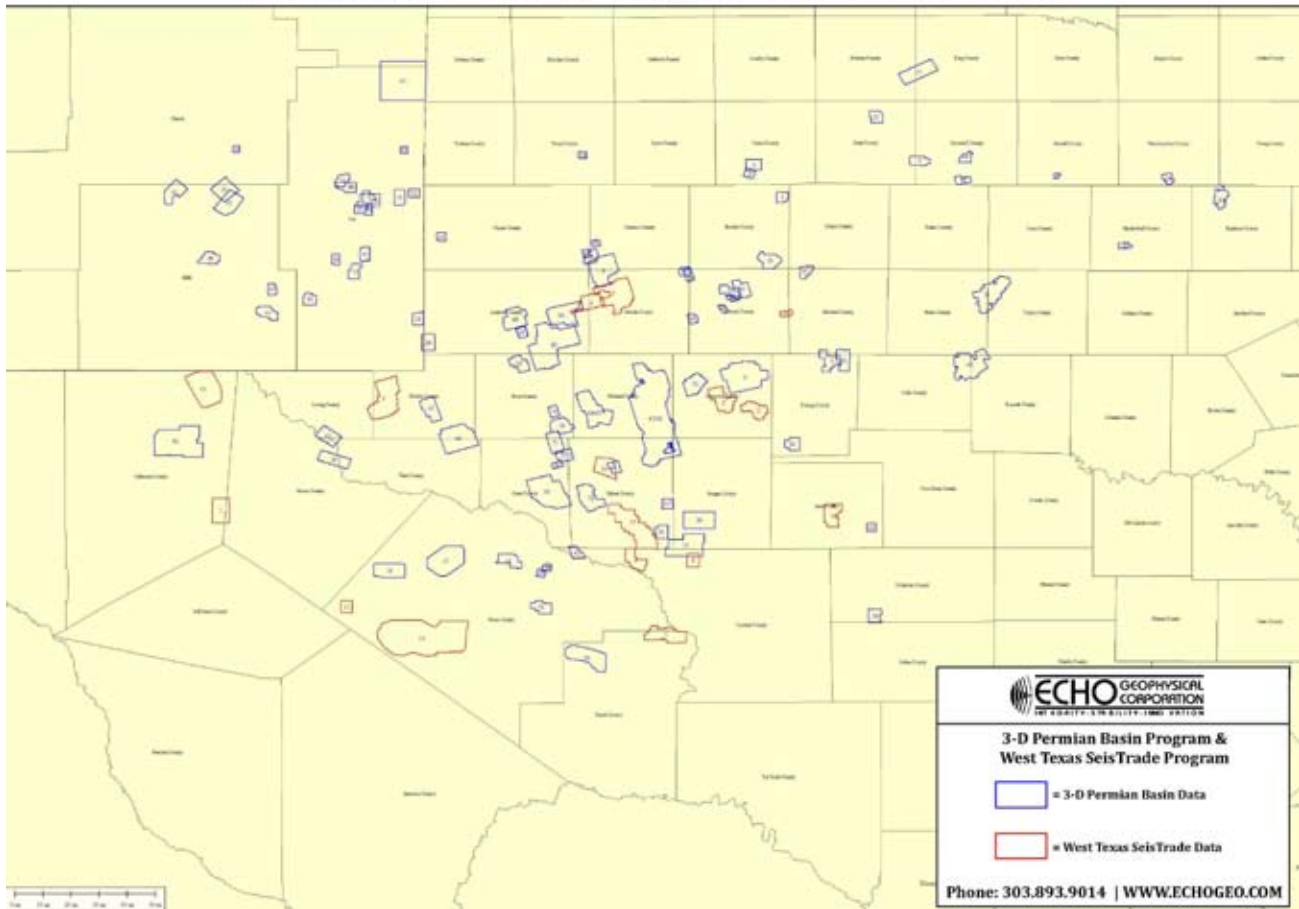
Morse summed up her trip saying, “This expedition was a wonderful experience, with wonderful people, and I am so thankful to have been presented this opportunity.”

Denby Gardiner added, “The most fun for me was traveling with my dad and his friends and getting the opportunity to test my physical limits and to prove to myself I was capable. I feel honored to have been included in the TOS trip and in the 50 For Tibet group. This was a really positive part of my life, and I am forever grateful to have been invited along.”




*Waterfall on the hike  
to Halti in Finland.  
Photo by Steve Gardiner*

**ECHO GEOPHYSICAL CORPORATION**  
**3-D Permian Basin Program & West Texas SeisTrade Program**



*Herds of reindeer were a common sight during the Top of Scandinavia expedition this summer. See the article on Page 5 for a full account of a journey to climb the highpoints of Denmark, Sweden, Finland, and Norway. Photo by John Jancik*

  
**ECHO GEOPHYSICAL CORPORATION**  
INTEGRITY · STABILITY · INNOVATION

**SeisNOTES**  
is a publication of ECHO Geophysical Corporation,  
990 S. Broadway, Suite 220  
Denver, Colorado 80209  
Phone --303-893-9014  
Fax--303-893-4050  
email--denver@echogeo.com

For more information contact:  
John Jancik, President  
Jessica Morse, VP of Business Development and Marketing  
Janet McGuire, Vice President of Operations

Editor--Steve Gardiner  
segardiner@rocketmail.com  
Copyright 2011 by ECHO Geophysical Corporation