

SeisNOTES

A Newsletter From  **ECHO** GEOPHYSICAL CORPORATION Vol. 12, Number 3
INTEGRITY-STABILITY-INNOVATION

Who's Who at ECHO:

Jim Baker, Senior Processing Geophysicist



Jim Baker at Talladega

By: *Janet McGuire, Vice President of Operations*

Jim Baker is back at ECHO! Jim worked for ECHO previously for nine years, so his return to the company is a homecoming, of sorts. Jim has worked for several processing centers in Denver (including two previous periods at ECHO) since 1989. Before moving to Denver, Jim worked for Tele-dyne in Houston and Calgary where he experienced every level of seismic data processing - from drawing stacking charts by hand to comprehensive data

processing, supervising groups, managing centers and finally overseeing the entire land processing division.

Having processed data for 35 years, Jim was recently ready to retire, but, as Jim explains, "John [Jancik, ECHO President] will not let me get away from pushing wiggles for a living." Jancik knew Jim was ready to retire but thought he might consider remaining in the seismic processing business under the right circumstances, so Jancik opened a dialog that led to Jim's eventual return to ECHO. Jim will be based

primarily at his new home in Pueblo West, CO, and will work variable hours based on ECHO's needs. Jancik says, "If we need Jim to work on an important project that requires a huge time commitment, he will do it. He will also be happy to take smaller projects less frequently. He is available for client projects as well as data pool work. The beauty of Jim's position is that he knows he will not have to commit long hours per week indefinitely."

ECHO's Vice President of Operations, Janet McGuire, is "thrilled" with Jim's return to ECHO and believes circumstances like Jim's will become more and more common in the oil & gas industry. McGuire believes, "There is a large segment of professionals in this industry hitting retirement age. There really are not very many professionals in mid-career to step into the roles that will be vacated by highly experienced people. I expect this situation, combined with the unfortunate fiscal reality many are facing (retirement accounts losing too much money in recent years), will lead to many retirees

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Jim BakerContinued from Page 1

returning to work in less structured capacities.”

“Knowledge like Jim’s is very valuable,” McGuire continues. “Not only has he been processing seismic data for 35 years, Jim has gained more than 20 years experience in a ProMAX processing environment like ECHO’s. His areas of expertise include career-spanning work in the Greater Permian Basin and more recent concentrated efforts in the Fayetteville Shale. He has impressed many clients with his broad understanding of geologic settings and the processing techniques best suited

to address individual conditions.” On his Permian Basin experience, Jim elaborates, “I have processed data in nearly every county west of San Angelo in the State of Texas. For that matter, I guess I have done a lot of work in counties east of San Angelo.”

Jim recently moved to Pueblo West, CO, where he intends to spend his retirement years with his wife of thirty-four years, Patrice. Outside of work, Jim enjoys participating in shooting-sports with his friends and family as well as hiking the beautiful areas around Pueblo West. He says,

“I am a long time baseball fan, and I really get fired up about NASCAR racing. I went to Talladega with my son Ken a few years ago, and now I am hooked.” Letting his sense of humor show, he adds, “I have noticed that in my own driving, my left turns have improved a lot.” He is very proud of his two sons (Brad, age 31, who is a police officer in Platteville, CO, and Ken, age 29, who works in Huntsville, AL as a software engineer) and tries to see them as often as he can.

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ECHO Changes Standard Deliverable Media to Blu-ray Discs

By: Cindy Early, Senior Geophysical Technician

With much consideration, and with the impending release of the 3-D Permian Basin Program survey Taylor 3D, ECHO Geophysical Corporation decided to change its standard deliverables for Field Tape Copy participants from DLTs to Blu-ray Discs (BD). Additionally, the standard deliverable for ECHO PSTM participants was changed from DVD to BD. Taylor 3D, one of the biggest surveys in ECHO Geophysical’s Data Pools covers 139.35 square miles. The field data or raw data for this newest survey in the 3-D Permian Basin Program requires 463 gigabytes

(GBs of storage space) and is 36% larger in terms of GBs than the next largest survey. If this dataset were written to DLT IVs at 28GB per DLT, the survey would fill seventeen DLTs. The ECHO PSTM processing is 177GB and would fill forty-seven DVDs. The sheer size of Taylor 3D emphasizes one of the needs ECHO wanted to address in creating the best product for its customers in terms of ease and accessibility. Now both products each fit on eleven Blu-ray Discs.

While DLTs has been the industry’s standard deliverable medium for Field Data Storage over many years, DLT drives are becoming increasingly difficult to service or

replace. As newer, more efficient technologies develop and improve, the less efficient DLT medium will be quickly replaced. ECHO is, therefore, positioning itself at the forefront of modernization. Janet McGuire, ECHO’s Vice President of Operations states, “We determined that ECHO needed to transition to more modern media. We spent time investigating other tape media as well as optical media – evaluating storage capacity, life expectancy, cost and general availability. We decided the Blu-ray Disc medium offered the most attractive combination of all the considered items.”

Blu-ray Discs are the next generation of high density

ECHO Marketing Team Wins Together



Left to Right: Mathew Romero, Jessica Morse, and Kirsten Nielsen

By: Steve Gardiner, SeisNotes Editor

As soon as the car stops, a customer in most automotive dealerships is confronted with a salesperson asking questions and handing out business cards. The same holds true in the big box entertainment stores where sales staff latch onto customers seconds after they walk through the door. Sales representatives compete against each other for commissions and often miss what customers are saying or asking as they press to make the sale.

With the team marketing approach at ECHO Geophysical Corporation, that is not the case.

Each member of the data pool team has his/her own set of clients and works to meet the needs of each company, but as Kirsten Nielsen, Sales Manager, explained, "It is very important to us that we are working together. We set mutual goals, so we are not competing against each other." Nielsen said there is a lot that happens behind the scenes. When one person is out of town, another will help with a client.

If one salesperson has questions about a program or situation, others will give assistance.

Jessica Morse, Vice President of Business Development, said, "My top priorities include cultivating a fun and friendly atmosphere that encourages mutual respect and support among team members. Most people do not thrive in a sales environment with no boundaries, much less wake up and feel good about coming to work and doing their absolute best every day."

This approach takes a lot of planning, according to Matt Romero, Director of Program Development. "Instead of fighting for leads, we are working closely together to establish a client base and determine who will work with each company. We are very good at gathering knowledge for our data base and matching each company with our marketing team. We all give 100% all the time, and we are a very cohesive team that works well together."

With a long history in sales and marketing, Kent Johnson, Vice President of Market-

ing, works for ECHO in Houston and understands well the importance of a unified team. "I ran sales groups at previous companies, and I spent an inordinate amount of time settling squabbles when people would say, 'That should be mine.' Often, it was over small commissions. We don't have that at ECHO. We have group goals. We share ideas and opportunities."

Johnson gave one example of a situation that happened last summer. Matt Romero read an article in a trade magazine and noticed that a client was looking for data in an area where ECHO had a program. He realized Johnson had a contact at that company and called with information about the opportunity. The collaboration helped both ECHO and the company searching for data.

"One thing that really helps," Johnson said, "is that John (Jancik, ECHO President) will construct group incentives. We end up rooting for each other, sending each other emails of encouragement. We get along very well and wish the best for each other."

Jancik is convinced that the team marketing approach is working well and credits that to the staff. He said, "ECHO Geophysical's data pool marketing group is perhaps the most mutually supportive collection of sales professionals we have ever had in our 24-plus year existence. Their commitment to the clients and their desire to create win-win deals deserve an A+ in these lean financial times."

The People You Meet When Climbing...



SeisNotes Editor Steve Gardiner, Spanish climber Anotnio Ulloa Reinoso, and John Jancik, President of ECHO on top of Carrauntoohil, highest point in Ireland

By: Steve Gardiner, SeisNotes Editor

While the scenery, logistics, and technical challenges are often the strongest memories of a climbing trip, the Top of the British Isles journey may have been highlighted by the incredibly interesting people encountered along the way.

The Three Peaks Challenges that were taking place concurrently with our Top of the British Isles trek brought us face-to-face with more than 100 people on each of the first three peaks and led to some very interesting exchanges. On the descent from Snowdon in Wales, ECHO President John Jancik stepped aside on the trail to allow a group of about 15 to move upward. He made a comment about the group and how they all seemed to be smiling and happy. One man paused near John and said, "Actually it's a grimace." His teammate responded a few seconds later, saying, "I

might be smiling, but it's only because I'm in denial." If you are planning to climb three peaks in 24 hours, it helps to have a package of humor in your backpack.

With the British knack for identifying accents, we were easy targets and received a lot of questions. Often, as soon as we said "Hello," someone would ask what state we were from. When one Irishman asked where we were from, I said, "The United States." He said, "I got that. Which state?" Many of the people we met seemed to appreciate the beauty represented by Colorado and Montana and knew a lot about the Rocky Mountains.

Since the trip coincided with the World Cup Soccer Tournament, and because the United States made it to the second round, many conversations centered on how well England and the US had done and who might eventually win the World Cup. When both England and the US lost

in the second round, the tone changed, and newspapers reviewing England's performance touted headlines like, "Rout of Africa."

On Carrauntoohil in Ireland, we climbed with Antonio Ulloa Reinoso from Madrid. His English was limited, so I found it interesting to travel all the way to Ireland to climb and speak Spanish. Antonio said, "This is like a miracle for me. I meet two expert climbers, and one of them speaks Spanish. What good luck." Antonio is a medical doctor in Spain and specializes in teaching classes for search and rescue responders. He is also in the middle of a quest—to reach the highest summits of all 27 nations of the European Union. Carrauntoohil was the twelfth peak of his project. He is a big soccer fan, and it happened that Spain was playing its neighbor Portugal that evening. Although we parted ways as Antonio left for the airport, John and I found ourselves in front of a TV later that day cheering for Spain because of our new friend. Then, after we had returned home and Spain won the World Cup 1-0 over The Netherlands, I emailed Antonio congratulations for his country's success, and we received a very friendly email in return reliving the memories of our day together on Ireland's highpoint.

Another person who

People.....Continued from Page 4

captured our interest was a man named Steve who sat with us on the summit of Scafell Pike in England. An engineer, he had taken 16 months off his job a few years earlier to be part of a crew during an around-the-world yacht race. He had visited ports everywhere and told us about his life aboard the boat. They had been very successful during the race and led the field the final several legs before coming up two points short on the last day of the competition.

We could plan for foggy weather and tired legs. We could plan for driving on the left-hand side of the road. We could plan for scenery and historic sites, but we could never plan for the treasure of people who crossed our paths and gave us our fondest memories of the British Isles.



A Scottish bagpiper greets SeisNotes Editor Steve Gardiner and ECHO President John Jancik at the trailhead of Ben Nevis, highest point in England

WWW.50FORTIBET.ORG

ECHO NEWSWORTHY MENTIONS



Here at ECHO we take our Fantasy Football League pretty seriously. This year a new rule was passed called the "Loser Law". If your team ended the season in last place, your face would go into SeisNotes. Unfortunately for Mathew Romero, ECHO's Director of Program Development, his team took last place. Romero's team: 'Moreno 911', finished the season with a very sad 3-13 record. Better luck next year with the help of "Fantasy Football For Dummies"? We shall see...

ECHO's Sales Manager, Kirsten Nielsen (pictured Left), and Vice President of Business Development and Marketing, Jessica Morse (pictured Right), ran the Chicago Marathon on October 10th, 2010. The Chicago Marathon is a 26 mile and 385 yard distance. What a great accomplishment! Congratulations to Jessica and Kirsten.



ECHO's New Website: A Dynamic Overview

By: *Steve Gardiner, SeisNotes Editor*

Clients who visit ECHO Geophysical's web site (<http://www.echogeo.com>) will find a new look and a more intuitive, user-friendly site. They may also want to visit more often because the dynamic framework of the new site means information will be posted quickly and more frequently. Like many corporate sites, the previous website was static, meaning new information was placed by someone trained in web design. In ECHO's case, that someone was Bill Finch, President of Creative Flavor, Inc. (bill.finch@creativeflavor.com).

"The redesigned architecture will enhance users' access to individual program information," Finch said. "The management tool will allow Alli (Bannias, ECHO Marketing Coordinator) to make changes quickly and easily."

"There was a complete overall aesthetic change to the website," Bannias explained. "The graphics represent ECHO's mountain and landscape theme, and that was important to include because the mountains and travel are a big part of our company's identity. Bill and I came up with the perfect layout that would embody ECHO and stay consistent with our marketing materials."

Bannias will be able

to add pages, edit content, update marketing materials, and post blogs with ECHO's latest news. According to Finch, this is "an upgrade on many levels in overall website management and will make updates more timely." The biggest enhancement though, is in the program section. As clients view maps, they can zoom in for a closer look. Also, the access to information is consistent throughout, so clients won't get lost going from one program to another.

Vice President of Operations Janet McGuire said, "The website is more intuitively navigable than it was previously. Clients should find it easier to locate any type of information regarding ECHO's business, particularly information about existing data pool programs and surveys."

"Clients can conveniently view maps, flyers, and data presentations and then easily contact us for more specific information," Bannias explained. "Instead of having to burn CDs with marketing information and mail them out, we can just send a link for the client to view. This saves time and money. This is especially helpful with our PowerPoint data presentations. Most presentations contain so many seismic examples that it makes the file size much too large to email, so having the ability to send a link via email is a great marketing tool. In the past, clients would have to wait to

get the CD in the mail."

It is not a full-scale change, however. "There were many things that I wanted to bring forward from the old website," Finch said. "It had a very personal feel to it. Clients could easily find a phone number, call, and talk to a person. I wanted to keep that feeling because it is top-notch. It is a very concise website. I wanted this website to say what we're about, who we are, and what we do." Each of ECHO's employees is listed on the web site with phone number and email address, along with a photo so a client can contact a person directly and put a face with the name. "We are proud of the people that work at ECHO, and we feel it is great to give them some recognition and give clients an understanding of who we are," Bannias said.

ECHO President John Jancik is pleased with the upgrade. "I think ECHO Geophysical's new website is more detailed than our last one and provides clients with an excellent review of our products, capabilities and resources. Alli Bannias, ECHO's Marketing Coordinator, and Bill Finch of Creative Flavor did an exceptional job putting it together with a sense of quality graphics and aesthetics that I am very proud of."

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Blu-ray

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optical discs and replace the DVD format. A single layer BD holds 25GB, and a dual layer BD holds 50GB. The “blue” ray laser used for writing to a disc is actually violet, but that range of color is interpreted by the human eye as blue. The Blu-ray wavelength is only 405 nanometers long - .0000405 of a centimeter - and about 38% shorter than the infrared one used for a CD or DVD. The shorter “blue” ray and a larger aperture opening in the focus lens allow data to be written in a smaller space than the red or near infrared ray of a CD or DVD.

Since Blu-Ray Discs physically hold the data layer closer to the surface of the disc than either CDs or DVDs do, the first BDs were enclosed in a cartridge to protect that data layer. Hard-coat technologies were eventually invented which lowered the cost and improved the functionality of the BD. For several years, in a war reminiscent of Betamax versus VHS in videotape format, there was parallel development of Blu-Ray and a High Density DVD or HD DVD. HD DVD had the storage capabilities of 15 GB or 30GB on a dual layer. At first, the HD DVD player had the advantage of an earlier release and more market saturation than the Blu-ray. However, as marketing loyalties shifted and motion picture studios and gaming corporations aligned in favor of the Blu-ray, the development and marketing of the

HD DVD was discontinued.

Thanos Hunt, ECHO’s System Manager and Network Administrator, recognizes the power and influence the major studios and gaming industries had in developing the BD format and how this influence will dictate the future of personal

“We are excited to be at the forefront of new and more efficient technology. I think this change shows that ECHO is a progressive company, willing to change with the times.”

computing. “BDs are the next step for the entertainment industry, so they will be in most store sold computers and notebooks in a couple of years.”

Providing BDs as a standard deliverable media benefits both ECHO’s and its customers. Janet McGuire states, “ECHO’s goal is to make large amounts of pre-stack (field) data available on as few pieces of affordable, accessible media as possible.” BDs have more storage capacity, so ECHO’s customers will save valuable time loading and handling the discs. Most of the field data and corresponding support are contained on one BD, giving our customers the dual benefit of high density capacity and ease of storage.

Additionally, BD drives are more economical than DLT drives. Janet McGuire adds, “Placing large data volumes on optical media for which drives are affordable and easily accessible opens a door of new possibilities to small, independent exploration companies.” As a further bonus, all field data will be converted from SEG-D to SEG-Y format, this will eliminate loading complications and conversion considerations and increasing accessibility.

The cost savings for ECHO in efficiency, once the initial conversion has been completed, is significant. For example, one Taylor 3D DLT IV would take over twenty-four hours to write. Now, the similar data set on BD takes a little under two hours. These benefits for ECHO will be passed on to its clients, as orders are filled and shipped with shorter turn around time.

All of the technicians involved in duplication and distribution are excited about ECHO’s position as a leader in media standards. Jesse Ruch, Geophysical Tech, sums it up, “The change has had an overall positive impact. We are excited to be at the forefront of new and more efficient technology. I think this change shows that ECHO is a progressive company, willing to change with the times.”

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ECHO Staff's Diverse Taste In Music

What Are Your Two Favorite Songs?

Linda Ostermann:

"The Way You Look Tonight" -
Frank Sinatra
"Take Five" - Dave Brubeck

Jesse Ruch:

"November Rain" - Guns N' Roses
"Standing Outside The Fire" -
Garth Brooks

Kent Johnson:

"Go Your Own Way" -
Fleetwood Mac
"The Breakup Song" -
The Greg Kihn Band

Jim Baker:

"Feels so Good" - Chuck Mangione
"Where Were You" - Alan Jackson

Gary Corhn:

"Happy Workers" - Tori Amos
"Dear God" - Sara McLachlan

Bill Wepfer:

"Holy Light" - The Front
"Colours" - Resurrection Band

Kirsten Nielsen:

"Hey Jude" - The Beatles
"The World" - Brad Paisley

Chelsie Gifford:

"Super Massive Black Hole" - Muse
"Somewhere Over the Rainbow" -
performed by Israel Kamakawiwo'ole

John Jancik:

"Where The Streets Have No Name" -
U2
"Rocky Mountain High" -
John Denver

Monica Martin:

"The Riddle" - Five For Fighting
"Shout to the Lord" -
performed by the American Idols

Alli Bannias:

"Ashes" - Pepper
"Mary Jane's Last Dance" -
Tom Petty

Thanos Hunt:

"Alegria" - Cirque Du Soleil
"Sing" - The Dresden Dolls

Nichol Santilli:

"La Villa Strangiato" - Rush
"In The Mood" -
Glenn Miller Orchestra

Jeanne Deak:

"Butterfly's Day Out" -
Mark O'Connor
"She Thinks My Tractor's Sexy" -
Kenny Chesney

Jessica Morse:

"Hold You In My Arms" -
Ray Lamontagne
"Read My Mind" - The Killers

Cormac Dorsey:

"Here Comes The Sun" - The Beatles
"California Dreamin'" -
The Mamas & The Papas

Rick Steineck:

"If You've Got The Money, I've Got
The Time" - Willie Nelson
"Sunflower" - Glen Campbell

Val Steineck:

"Spanish Flea" -
Herb Alpert and the Tijuana Brass
"Battle Hymn of the Republic" -
The Mormon Tabernacle Choir

Bob Vite:

"Ten Years Gone" - Led Zeppelin
"Good Riddance" - Green Day

Cindy Early:

"The Theme From Schindler's List" -
Itzhak Perlman
"Freeway of Love" - Aretha Franklin

Mathew Romero:

"Mr. Jones" - Counting Crows
"Soul to Squeeze" -
Red Hot Chili Peppers

Janet McGuire:

"Cold Fire" - Rush
"Fortress Around Your Heart" - Sting

Kris Brault:

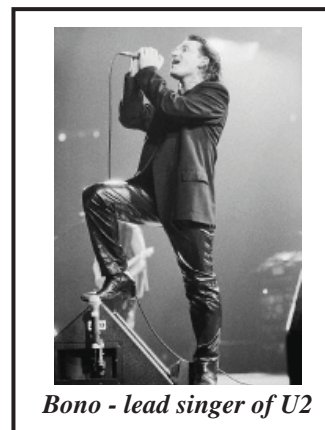
"Don't Worry, Be Happy" -
Bobby McFarin
"Riders on the Storm" - The Doors

Randy Jackson

"Pretty Woman" - Roy Orbison
"Let It Be" - The Beatles

Ken Williams

"Call Of The Wild" and
"8 Second Ride" - both by
Chris Ledoux



Bono - lead singer of U2



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