

## Pulling Together to Save Sight



Photo: Kelvin Young



Photo: Cindy Ewins Photo

Every year, almost half a million children go blind – one child every minute. ORBIS International is a non-profit organization fighting blindness in developing countries.

On July 10, Phoenix employees, family members and friends pulled a Boeing 727 cargo plane 12 feet (twice!) to raise funds for ORBIS sight-saving programs. So many of us took part, we made up two of the 26 teams in the contest. Our second team learned from the first's mistakes; they won the title Fastest Team for pulling the 90,000 kg plane 12 feet in just 6.097 seconds. (To compare, the slowest pull was 10.752 seconds.)

Team Phoenix raised the most money by far, winning a second plaque. The company matched every dollar raised by our employees so that, together, we donated \$9,146 to ORBIS. Of the 500 participants, Phoenix's Stuart Rogers won

Of 26 teams fundraising for ORBIS Canada, Team Phoenix Geophysics raised the most money (over \$9,000) and pulled the Boeing 727 the fastest.

accolades as the Top Single Fundraiser of the day.

Everyone at Phoenix Geophysics is pleased to have given, in a small way, to a charity that seemed such a good fit with our company. We thank all our family members, friends and clients who contributed online, cheered us on and helped us pull that plane. Look for more information in the March issue about the 2011 Pull for Sight.

Toronto photographer Kelvin Young has donated his time and expertise to ORBIS Canada since 2008. Last year he documented the work of the ORBIS Flying Eye Hospital in Kenya. More about Kelvin's work: [www.kelvinyoungphoto.com](http://www.kelvinyoungphoto.com)

Daniella Bianchi, Director of Development for ORBIS Canada, accepts a cheque from President Leo Fox.

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Phoenix Geophysics marked three important milestones in 2010.

First, this is our 35th anniversary. Founded in early 1975 by former employees of McPhar Geophysics, Phoenix has now been in business for just over 35 years. What started as a small company performing mining exploration services is, today, a leading international supplier of EM (electromagnetic) equipment and services. We have clients in more than 80 countries – and counting!

Second, this is the 50th issue of this newsletter, surely a milestone in the geophysical industry! Our first issue, published in October 1994, featured the recollections of a McPhar founder, Herb Harvey, the “H” in the company that was started in 1946 in Toronto. Interested readers can find the story in the newsletter archive on our website.

Our third milestone: our work force recently surpassed 50. To celebrate and share our good fortune, and to mark these milestones, we gave something back to the community this year. More than half our workforce (and many of their family members) “pulled together” to raise funds for ORBIS (see front page). Phoenix matched the amount that employees raised. Phoenix continues to thrive, and we look forward to many more years of service to our clients worldwide.



On a sad note, I was very sorry to hear of the death of Bill Pelton; Bill hired me as Phoenix sales manager in 1982. William Harvey Pelton was born July 21, 1946 and died August 14, 2010. He will be missed by his brothers, Tom and Norm, nine nieces and nephews and his many friends and colleagues in the geophysical industry.

~ Leo Fox

## WELCOME

Jorge Torres-Solis joined the company in September 2009 as our software specialist. Jorge holds a PhD in Electrical Engineering from the University of Toronto. Jorge previously worked in biomedical signal processing but he finds the field of geophysics an exciting one in which to develop. In his spare time Jorge enjoys playing the guitar, traveling, tango dancing and boxing.



Damien Fox returned to Phoenix three years ago to assist and advise management on legal issues, staffing, policies, technical strategies and sales. Damien first worked for Phoenix as a field survey technician during a 1993 survey in Canada. Later, while attending university, he worked on surveys in the USA, Japan and the Philippines. After graduating from Osgoode Hall Law School, he co-founded a wireless Internet startup, eventually bringing the entire startup team to Phoenix. Damien enjoys scuba diving, flying lessons and traveling.



## Pulling Together



Photo: Stuart Rogers

Leo Fox (left) with Senior Vice-President George Elliott; George was the behind-the-scenes organizer of our charitable endeavour. An additional \$490 was donated to Orbis after the cheque was written, for a final total of \$9,146.

## The Founding of Phoenix Geophysics

Although Phoenix Geophysics was founded in May 1975, the history of the company began 30 years earlier.

In 1946, a group of Toronto scientists started a company in a freezing garage behind an apartment building; they made test equipment for electromagnetic (EM) surveys.

George McLaughlin, Bill Cartier, Matthew Perz, Herb Harvey, Ray Anthes and Bill Robinson used the initials of their family names to form the company name McPhar.

“We invented and built all sorts of things while starving and trying to make EM a success,” recalled Herb Harvey in 1994.

McPhar was a success, and was purchased in 1970 by Canadian Industries Limited (CIL). In December 1974, CIL sold McPhar, but not to the employees as they had hoped.

Within months, a dozen key personnel from McPhar left to form their own company; in May 1975, Phoenix Geophysics rose from the ashes of McPhar.

Go to <http://www.phoenix-geophysics.com/news/newsletter/pdf/issue01.pdf> for an interview with Herb Harvey.

### From the Editor

It has been a privilege to edit *The Phoenix* for 16 years; but an editor cannot work without content. My heartfelt thanks go to all our clients who have sent stories and photographs; and to all the Phoenix employees who take photos, send me news and proof their articles. I particularly wish to thank Stuart Rogers for his many in-house photos (see all three photos on this page), and for having the best eye for detail any editor could wish for!

Best Wishes for a happy and healthy 2011.

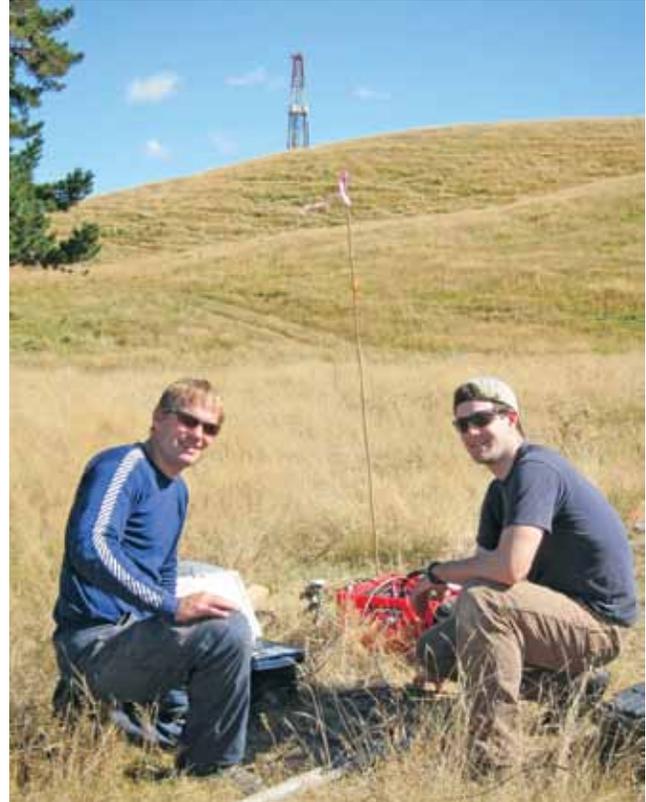
~ Audrey Hutchison

## New Zealand

**Right:** Ted Bertrand, GNS Science, New Zealand and Danny Feucht (at right), University of California-Berkeley, install a Phoenix MTU-5 system along the southern margin of the famous Wairakei geothermal field on the North Island.

The measurements are part of an assessment to evaluate the use of MT to detect and trace reinjected geothermal brine. A reinjection well drilling rig is seen in the background.

The field study is part of a joint GNS Science and San Diego State University project to develop geothermal-oriented geophysics students for active participation and leadership roles in geothermal energy. The project is supported by GNS Science and the US National Science Foundation.



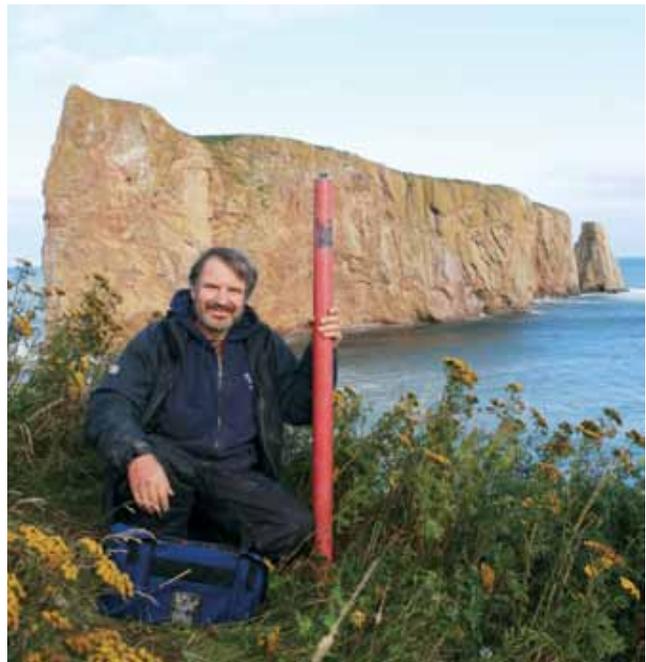
## South Africa



Ice Resources Exploration of Pretoria has purchased four MT systems.

**Above left:** Ice Director Jaco de la Rouviere with Phoenix geophysicist Tes Haile. **Above right:** Tes Haile attended the football match between Ghana and Serbia during the FIFA World Cup. Many in the crowd of 50,000 wore ear protection against the din of the thousands of vuvuzelas.

## Canada



Field Crew Supervisor Alex Golyashov travels the world for Phoenix; in just the past few months he has worked in Spain, Ireland, Kenya and, above, eastern Quebec, Canada; as we go to press, he is on a survey in Peru.

## Uzbekistan



Wei Song, Harry Song and Olex Ingerov travelled to Uzbekistan in May for acceptance of the T-200 transmitter purchased by Uzbekgeofizika. Shown above are personnel from Phoenix and Uzbekgeofizika in front of the T-200 outside Bukhara.

**Kenya**

The Geothermal Development Corporation purchased 10 MT systems. Alex Golyashov traveled to Kenya for commissioning of the equipment and basic training of GDC personnel. **Right:** GDC field crew calibrates MT equipment during the commissioning.



**Brazil**



Phoenix has appointed Strataimage Geophysics as our sales agent in Brazil; the company also provides EM/MT consulting and data acquisition services. **Above:** a Strataimage field crew member installs a Phoenix magnetic sensor.

**Southeast Asia**

Phoenix sales agent Dysan Global Pte Ltd Singapore sold a V8 system to Apcol Mining for work near Mandalay, Myanmar. **Right:** Mohammad Akbar and Joko Hariadi, both with Dysan Global, calibrate the system near Mandalay, Myanmar; observing, far right, is Aung Thu Rein, Managing Director of Apcol Mining Consultancy, Myanmar.



**Kazakhstan**

Phoenix Vice-President Olex Ingerov attended KIOGE 2010 in Almaty, Kazakstan. **Right:** Dr. Akmetzhan Urdabayev, Director of the Republican State Enterprise, Specialized Gravimetric Enterprise; Dr. Vitally Petrovskiy, General Director of ZarubezhGeologia, Republic of Kazakhstan; Dr. Olex Ingerov, Vice-President Eastern Europe and Central Asia, and Prof. Alexander Antonov, head of Phoenix's representative office in Central Asia. **Far right:** Olex Ingerov (centre) with chief geophysicist Sergey Musatov and leading geophysicist Gennadiy Kim, both of Phoenix's Central Asia office.



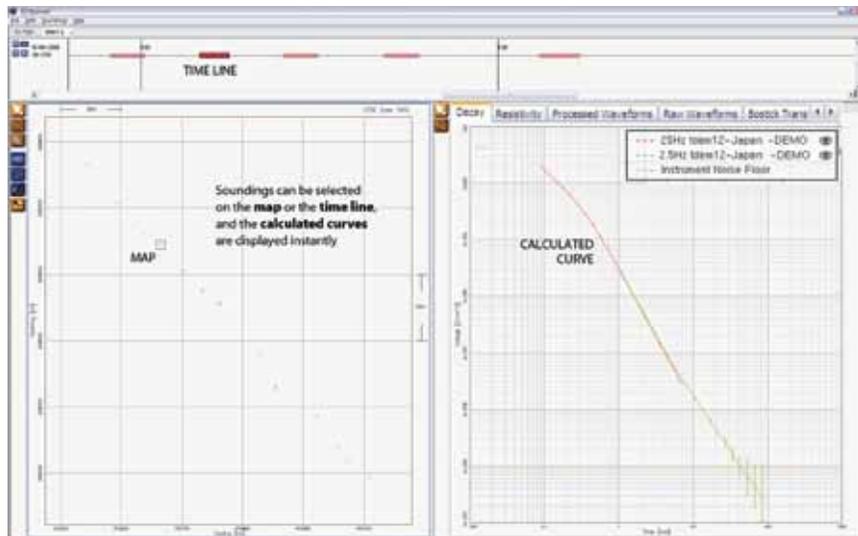
# EMPOWER: New Software Package for Managing EM Data Sets

**P**hoenix announces the release of EMpower™, a new software platform for managing large multi-technique EM surveys under a unified, intuitive graphical user interface. The design provides three simultaneous views of the same database: a Map view for geographic visualization, a Time Line for chronological visualization, and a Graph view for data visualization. Actions taken in one of the three views are reflected immediately in the other two views.

A team leader can manage several technicians trained in EMpower, for faster, cheaper processing of the large EM data sets that are increasingly common. The quality control tools can be used in-field, at base-camp or in the office. In addition to location maps, users can view waveforms, time series, calculated parameters and more. Parameters can be adjusted and results recalculated interactively.

Raw data import is by simple “drag and drop”. Processed data can be exported in a variety of formats for widely used software packages including Geosoft, EMIT and WinGLink. Additional export formats will be available in future releases.

EMpower 1.0 supports Phoenix MulTEM and FasTEM data files. Support for other techniques (including MT, AMT, LOTEM, CSAMT and IP) is under development.



Sample EMpower display. Left, survey map; right, 25 Hz and 2.5Hz TDEM voltage decays from the site selected interactively from the map at left; top, a timeline for the soundings during the survey.



Members of the EMpower development team celebrate the software's beta-release. Clockwise from bottom left: Jean-Phillipe Proulx, Jorge Torres-Solis, Jean-Sebastien Hogue, Stuart Rogers, Mits Yamashita, Yann Avram and Caroline Finateu

## Egypt



Phoenix was a sponsor of the 20th International Workshop on Electromagnetic (EM) Induction in September in Giza, Egypt. Phoenix geophysicist Olex Ingerov and PhD candidate Evgeny Ermolin of the St. Petersburg Mining Institute jointly gave a poster presentation, “The parameter estimation of 2-D conductive isometric bodies by singular points in tipper frequency spectrum”. **Above:** Evgeny Ermolin was pleased



with the positive comments from Dr. Alan Jones of DIAS, Dublin. **Above:** Olex Ingerov and Evgeny Ermolin visited the Great Sphinx of Giza after the EM workshop.

## ON THE ROAD

**Peru:** Carlos Guerrero visited Peru in April. **Right:** Prof. Joel Rojas Acuña at left and Carlos in front of Lima's Main National University of San Marcos. Founded in 1551, the institution is the oldest in the Americas and one of the oldest in the world.

**Russia:** Olex Ingerov represented Phoenix at the EAGE, St. Petersburg, and at SPMI's Annual EM seminar, both in March, and he participated in the Alexandrovka Field School in May.

**China:** Phoenix personnel attended a V8 user conference in Chengdu Mar 4-7.

**USA:** Phoenix personnel exhibited at the 80th SEG held in Denver in October.

**Spain:** In June, Phoenix had a booth at the 72nd EAGE in Barcelona.



## VISITORS



Members of the Geological Survey of India visited our office and plant in April. Left to right are Rajendra Sharma, Tes Haile, Leo Fox, Mits Yamashita, S. Dayanand and S. Siddaiah.



Geophysicists Royo Handoyo and Deni Saputra from PT. Elnusa Tbk. Indonesia, visited Phoenix in July; here they enjoy a halal lunch with Phoenix Vice-President James Kok (far right).

## Brazil:



Phoenix exhibited in May at ExpoSIMEXMIN 2010, held in the city of Ouro Preto, Minas Gerais, the cradle of the Brazilian mining industry. Historic Ouro Preto is a UNESCO World Heritage Site.

**Above:** Shown in our booth are Carlos Guerrero and Prof. Abel Carrasquilla.

## COMING UP

- **March 6-9, 2011**, Toronto, Ontario: PDAC
- **May 16-21**, EM seminar, Peterhof, Russia



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