



**Crape** Geomatics Corporation

## Branching Out in All Directions

*Crape Geomatics takes a different road to map out its future*

### HERE. NOW.

**W**hen it comes to attracting and retaining the best staff in its field, Crape Geomatics Corporation is taking the road less travelled.

"Instead of bringing the people to the work, we are bringing the work to the people," says the company's Client Lead, Chris Chiasson.

Established in 1993, the Calgary-based survey company has always taken great strides to meet the needs of both its clients and team, he says.

That's also why Crape Geomatics made the move in recent years to expand operations, launching new branch offices in Grande Prairie and Edmonton.

Chiasson, who manages the Grande Prairie office, says since increasing its presence in these areas, the company has attracted more work from new and existing clients.

"What's more, these offices have made it easier to recruit local employees – those who do not want to live anywhere else."

### Easterly wins

Crape Geomatics president, Jamie Hume, says the Grande Prairie and Edmonton offices are good examples of how the company advances its business by training and growing from within, instead of growing by acquisition.

Proven successful, Crape Geomatics' methodical approach has paved the way for the company to further expand its business to Halifax.

There are many geomatics professionals on the East Coast who are intent on staying in their home province, which is exactly why "we are going to them", says Hume.

"This is our way of getting Atlantic Canada involved with the Alberta boom," he adds. "In a market where everyone is working, we must do things differently to attract quality people."

Operations in Halifax are set to get underway in the second quarter of 2006.

### Student views and values

Around the same time, Crape Geomatics will – as it has done for many years in the past – send teams to the Maritime Provinces to recruit geomatics students.

"These trips have proved successful," says Hume. "Students like our culture, know our brand and relate to our core values."

One of those students, Josh Levac, was completing advanced GIS studies at the Centre of Geographic Sciences in Lawrencetown, Nova Scotia, when he attended a job fair at the school last year. Crape Geomatics was among the groups showcasing its business.

"I was very impressed with Crape Geomatics," recalls Levac. "I knew about the company and its core values; but I didn't realize it was so strongly committed to the well being of its employees and community."

Levac, who also holds a B.Sc. degree, says that the company's use of technology further peaked his interest.

"Crape Geomatics was using technology that I was familiar with but had never used," he explains.

In view of the company's innovation and values, Levac believed that its promise to help him grow both professionally and personally was valid.

Levac graduated on June 7, 2005. Less than one week later, he was living in Calgary and working for Crape Geomatics out of its Calgary office.

Currently honing his skills as a CAD Operator, Levac says he's extremely happy with the company and all it continues to offer.

"I enjoy how Crape Geomatics expands on my learning and enhances my skills to help me excel in the workplace," he says.

### People first

Crape Geomatics has a simple philosophy: good people produce good work, says Hume.

"We know that when good people do good work everyday, the future takes care of itself," he says, quoting the company's philosophy.

"We also know that the ongoing success of our business depends greatly on the dynamic people we hire and the innovative technology we use to meet our clients' needs."

Crape Geomatics management also strongly believes that when people are happy, they are more likely to stay at their jobs.

***"Working as a team, we open the lines of communication and create a workplace that we can all take pride in."***

*Jamie Hume - President*

"With that in mind, we give our people what we all want – respect, honesty, a good salary, great benefits, the right tools for the job and the ability to contribute to the company's success," says Hume. "Finding ways to also achieve work/life balance reflects our strategy to provide our people with quality of life."

Moreover, ongoing comprehensive training in all aspects of the geomatics industry gives staff hope for the future, he says. "They know that they are in a job that offers the opportunities, support and freedom to shape their promising careers at Crape Geomatics."

Staff members also quickly realize that their thoughts and feedback are important to the company.

"Our Innovation Program provides a great way for staff to effectively share their ideas and suggestions on how we can improve our company and client services," explains Hume.

"Working as a team, we open the lines of communication and create a workplace that we can all take pride in."

That pride is evident in all the company does, he says. And, as a result, "Crape Geomatics has earned the reputation as a great place to work and the place to go for quality products and innovative service".

### The path to present

Brian McGregor, drilling manager with Canadian Forest Oil, contributes much of Crape Geomatics' success to the company's founder and CEO.

"Mike Crape has always impressed me for being a creative and 'outside the box' thinker," he says.

McGregor was one of Crape Geomatics' first customers back in 1993. At that time, he headed up drilling operations with Apache Corporation – a worldwide oil and gas exploration company that remains one of Crape Geomatics' largest clients to this day.

"Change has been the only thing held constant in the oil industry," adds McGregor. "Crape Geomatics has shown great adaptability to the changing needs and requirements of the oil companies and the regulators."

In fact, McGregor says that when it comes to setting standards in the industry, no one does it better than Crape Geomatics.

"I gauge other survey companies against the high standards of Crape Geomatics," he says.

"The company embraces the new technology that's available and continues to be a leader that incorporates and sets the standards for these technologies in our industry."

Along with its willingness to adapt and be innovative, Crape Geomatics attributes much of its achievements to its patience and "incredible team".

"Since 1993, we have taken a methodical approach to gradually grow our business," says Hume. "Our goal has always been to build a conscientious, enduring company."

Raising the bar on geomatics solutions, and recruiting some of the most talented professionals in the industry, has helped the company to achieve its objectives.

"Today, we have a reliable team of professionals who share a common vision," reports Hume. "Guided by the company's core values, they go the distance everyday to meet and exceed the expectations of our clients, our industry and the communities in which we serve."

