

Sponsor's Message



Tom Whelan  
Partner

In the wake of the global financial crisis, it's clear that Canada's mining and metals industry has become critically important. Facing forward, the way these companies and their technologies will be financed will be fundamentally different. China has emerged as a global player and investment in the economy is beginning to show signs of strength again, the global demand for resources is returning. The most profound effect of the global financial crisis over that most mining arch-enemy, copper, is that we can take them dry," said company founder Ray Roussy.

That's good for mineral explorers who often have to analyze broken or damaged core samples. Unlike other drills, Roussy said his don't require cooling mud or lubrication to make them work, which results in significantly less environmental waste. "Not using any fluids is more important for environmental sites because if you

have contaminated fluid you have to dispose of it," he said. Roussy, who's a mechanical engineer, formed the company in 1979 after he helped advance the technology for British aircraft manufacturer Hawker Siddeley. Although the patented Roussy sonic drill head is known for its use in environmental, mineral and geothermal applications, he's careful to point out that the technology can be traced back to the beginning of the 20th century. It was developed and tested for decades before the U.S. petroleum industry adopted it in the 1940s and '50s.

In the 1970s, Siddeley took over development and manufactured several drills, but frequent breakdowns resulted in the company eventually abandoning the project. Roussy stuck with it. "I was able to continue making a reasonable amount of money servicing those machines that had already been sold," said Roussy. In his spare time he manufactured his own drill, and eventually contracted it out to the Geological Survey of Canada, which wanted it to research the effects of global warming. "In the early '90s the environmental field was exploding, you could just never keep up with it," he said. Roussy contracted his drills for environmental projects that quickly became Sonic's bread and butter, but growth didn't stop there. He later licensed the technology to the Asian market via Japan's Tone Boring Co. Ltd. The two companies have an open technology exchange agreement, said Roussy. "What that's done for us is given us machines of different sizes which can be used for exploration." He wouldn't disclose the company's revenue, but said it was a multi-million dollar business. While Sonic Drilling Ltd. contracts the use of the drills, a second company, Sonic Drilling Corp., manufactures and sells them to the mineral industry. Vancouver-based First Bauxite Corp. (TSX-V:FBX) bought one of the drills to mine aluminum ore in

Tom Whelan  
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Ernst & Young  
Quality in Everything We Do

# B.C.-made drills distributed worldwide

Surrey-based Sonic Drilling has found success with patented vibratory technology for environmental, geothermal and mineral applications

JOEL MCKAY

A Surrey company has found success with its patented drilling technology, and it's saving money for mineral explorers around the world.

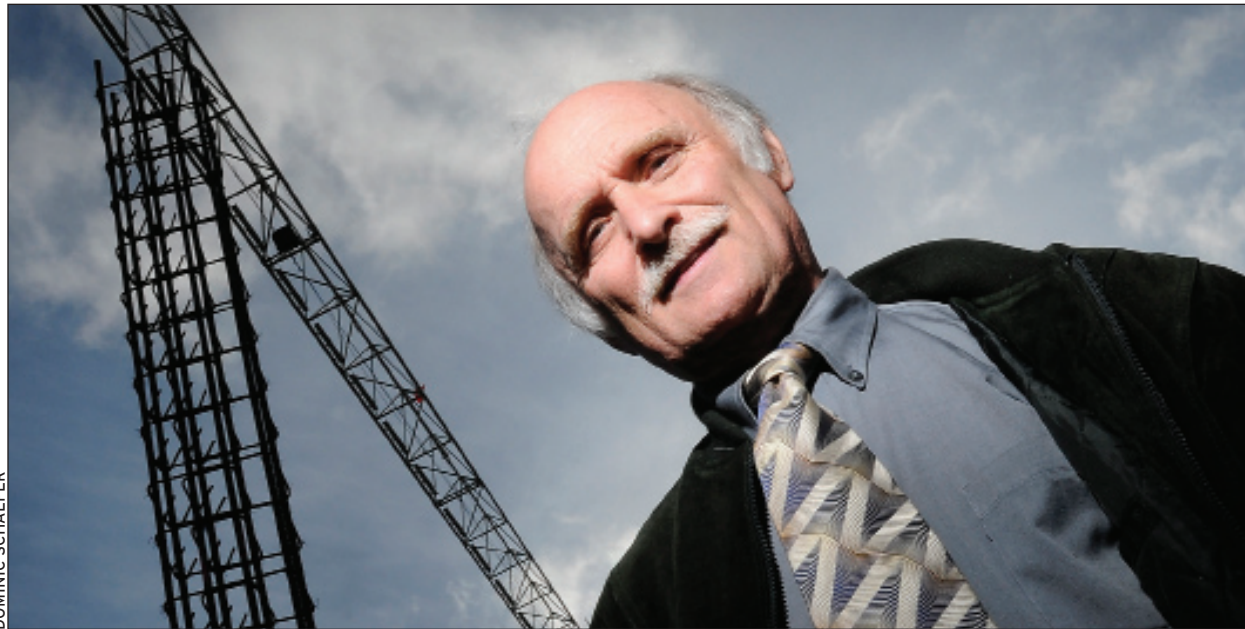
Sonic Drilling Ltd. manufactures drills that incorporate a vibratory technology that bores into the earth faster than conventional rotary drills.

"The big advantage to the sonic drills ... is we can take continuous core samples and we can take them dry," said company founder Ray Roussy.

That's good for mineral explorers who often have to analyze broken or damaged core samples.

Unlike other drills, Roussy said his don't require cooling mud or lubrication to make them work, which results in significantly less environmental waste.

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Sonic Drilling founder Ray Roussy worked various jobs during the '80s while he developed his patented drill technology

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Vancouver-based First Bauxite Corp. (TSX-V:FBX) bought one of the drills to mine aluminum ore in

Guyana. "Sonic's technology helps us on the kind of terrain we have," said Bauxite spokesman George Heras.

In order to get to the Bauxite aluminum ore, the company has to drill through metres of sand and silt overburden.

**"It's like a hot knife through butter"**

- George Heras, spokesman, First Bauxite Corp.

That type of terrain would cause many other drills to jam, Heras explained.

"This one [works] with vibrations so it cuts right through that stuff," said Heras. "It's like a hot knife through butter."

The company paid approximately \$850,000 for the drill, which included tooling and support equipment.

Roussy said the average drill costs \$600,000.

Heras said a conventional rotary drill would allow the company to dig one hole per day on average, but the sonic has doubled that and saved precious exploration dollars.

For Roussy, local demand for geothermal projects has created a new side to his business, but his Vancouver location will always bode well for potential mining clients.

"If you're talking the mineral industry, Vancouver has always been a hub for that," said Roussy. "Commodity prices are a big influence on our business." ■ jmckay@biv.com

## Profile

# Stacey Cerniuk

PRESIDENT & CEO

**BUSINESS LINES**

**Business/Organization Name:** Annex Consulting Group Inc.

**Business Focus/Specialty:** IT consulting and recruitment services

**Business Advantage:** 97% customer satisfaction across 1,300 projects since 1998

**Website:** www.AnnexGroup.com

**FOUNDATION**

**Name:** Stacey Cerniuk

**E-mail:** scerniuk@annexgroup.com

**Occupation/Position/Title:** President & CEO

**What I do:** Corporate and business development, strategic planning, have fun

**Credentialed as years IT industry experience:** B.Sc. in Computing Science from SFU, PMP, BIV Party Under Party winner

**Professional Background:** Project Manager, Business Analyst, Management Consultant, Entrepreneur

**FAVOURITE STUFF**

**Favourite Achievement:** BIV Bestest Growing Companies in BC for last 6 years, FLOFIT magazine: fastest growing companies in Canada for last 3 years

**Quote:** I have not life goals, but one close to my heart is to create a foundation that will help people achieve their dreams

**Passion and interests:** Family, exercise, business, coaching, lifelong learning, movies, goal setting, helping people

**Current Read, Author:** Dynamic Entrepreneurs of the 21st Century by Michael Caldwell, with Annex featured as chapter 1 of the book

**Rolemodel / Admire/Inspire:** Anyone who has achieved their personal definition of success

**Five people (of all times) I would invite to my dinner gathering:** Winston Churchill to talk about leadership, Mother Teresa to talk about compassion, Nelson Mandela to talk about perspective, Tony Robbins to talk about motivation, and Elvis Presley to provide the entertainment

**Business Tip or Motive:** If you run a small business, join a masterminding forum

**Favourite TV Show:** The Ultimate Fighter

**Favourite Holiday/Event:** Mardi Gras

**Favourite Community Organization or Charity:** Canadian Cancer Society

**Favourite Reason for Subscribing to BIV:** Love the weekly business info

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