



Entrepreneur to CEO Workshop Legacy Continues... Featuring Clean Technology



Quinn Holtby, president and CEO of Katch Kan is the first recipient of the 2015 CETAC-WEST CLEAN TECHNOLOGY INNOVATION Award presented at this year's Entrepreneur to CEO Workshop in Banff, Alberta

The legacy of the CETAC-WEST *Entrepreneur to CEO* Workshop continues.

This year's session, held in the Banff Centre's magnificent Kinnear Centre for Creativity and Innovation, included approximately 70 people who came from across Canada and one who came from Holland. Joe Lukacs and Blaine Lee, with their inimitable and unique blend of knowledge, experience and generosity, guided this 19th anniversary session in March.

This fondly known "one-week MBA" has higher rates of success than some of the most renowned entrepreneurial programs in the world, including that of the Austin Tech Incubator. Sharing the wisdoms of business development, all in a spirit of honesty and trust, is what CETAC's success and that of the companies CETAC works with is founded on as it looks forward to its twentieth anniversary in April 2016.

Each year CETAC celebrates outstanding entrepreneurs with Achievement Awards. These individuals in turn will act as role models for entrepreneurs who are less advanced on their journey for recognition and positive financial results.

2015 ACHIEVEMENT AWARD Recipients



Marla Orenstein
Habitat Health Impact Consulting



Marty Taillefer
Maritime Way Scientific Ltd.



Len Power
Fundamental Technologies



John Hull
HiFi Engineering

ENTREPRENEUR OF THE YEAR Award

Several years ago CETAC started awarding “super achievers” with the Entrepreneur of the Year Award.

Two farm brothers from Brooks, Alberta – **Jody and Bill Sewall** of **TCB Welding and Construction** won the 2015 CETAC-WEST Entrepreneur of the Year Award. Starting with a piece of flat, arid prairie given to them by their grandfather, the two brothers grew a simple welding shop into an international business employing approximately fifty people on the outskirts of the southern Alberta town.

TCB Welding and Construction, with its deep commitment to the community it works in, exemplifies the generous and sharing culture that characterizes all CETAC success stories.

Jody (left) and Bill Sewall of TCB Welding and Construction are presented with the Entrepreneur of Year Award by Joe Lukacs.



CLEAN TECHNOLOGY INNOVATION Award

CETAC awarded its first ever Clean Technology Innovation Award to **Quinn Holtby**, president and CEO of **Katch Kan**. Katch Kan serves as a model to would-be entrepreneurs, not just from Canada but from around the world because of the way it has revolutionized drilling rig practices, improving worker and environmental safety.

From a humble prototype using a coffee can and a fencepost in the early 1990s, Quinn Holtby has been successful in changing basic drilling procedures, not just in Alberta and Canada but in over 70 countries.

Since 2000, Katch Kan has received over 20 awards for its products and services including the highly coveted Governor General’s Visit Medallion. The company vision and commit-

ment drive entrepreneurs like Quinn Holtby, commitment that includes willingness to work tirelessly – often with little recognition and no money. They also take risks that frighten people who prefer to work with a secure paycheck.

This commitment, which goes beyond that of ordinary people, is captured in the phrase “burning the ships.”¹

“To this day, I don’t take a paycheck,” Holtby said to Joe Lukacs when Joe began questioning Holtby about annual sales at Katch Kan Holdings. “I get paid once a year and I get paid on results,” Holtby added.

¹ a reference to Hernando Cortez, who gave orders to burn his three vessels after landing on North American shores, eliminating any possibility of his men returning to the life they knew before.



Workshop Feature: the Entrepreneur Interview

Successful entrepreneurs realize that as their business develops, they as individuals have to learn new skill sets. Many of them start off as technicians with a good idea, but end up managing work forces where there are several dozen individuals with different priorities and ideas. Managing people and rethinking strategies requires skills other than simple creativity.

Two such innovators, **Garnette Weber** and **Dan Weber**, shared their experiences on Day One. Together, they described obstacles and successes from 1996 to today, as their husband and wife, Saskatoon-based business, **itracks**, evolved from one of the first companies in the world to offer Internet based market research.

Garnette, with unwavering honesty, continued speaking of challenges as itracks’s

market share dropped because the market is “fearfully competitive.” The company decided to focus on an area where it could be a true leader: the “app” (mobile application), because many people are moving away from computers completely.



Garnette and Dan Weber are the husband and wife team behind itracks, a company offering Internet based market research data collection.

Garnette said, “But our app couldn’t just meet the standard of our competitors. It had to be at least 50 percent better and so that was a huge breakthrough for us [and] we gained a big competitive edge over the last year and a half.”

The company has rebounded and gained back approximately 90 percent of the market share it enjoyed previously. Currently, itracks services 25 of the “Top 50” market research firms in the world and routinely does surveys for Disney, 3M and Crayola.