



TRUE MAVERICKS

Maverick Inspection Ltd.
Celebrates 20 Years



A maverick is someone who, instead of copying the behaviour of others, comes up with new solutions and chooses their own path.

When Maverick Inspection Ltd. was first established in 1994, that was exactly what the founder and president, Phil Bedard, had in mind. Coming out of a rigid culture of military and industrial non-destructive testing, Phil identified a need for innovative and adaptable solutions for unique applications. This need has only increased as Western Canadian industry has evolved, and Maverick has kept pace with that demand.

"We purchased our first video probe," says Bedard, "because there was a need that traditional non-destructive testing was not fulfilling. Since then we have not looked back. Maverick's economy is based on developing custom solutions and introducing prototypes and new systems, and these technologies turn into our regular services as our clients become familiar with them."

Maverick has long-standing expertise in non-traditional technologies such as remote video robotic cameras and video scopes (RVI), ground-penetrating radar (GPR), infrared thermography (IR), specialized utility locating, and laser pipe profiling. Maverick technicians have travelled the world working with engineers, archeologists, architects, industrial plant inspectors, law enforcement personnel, geologists, geophysicists, pipeline construction crews, documentary film makers and a wide range of other trades and professions.

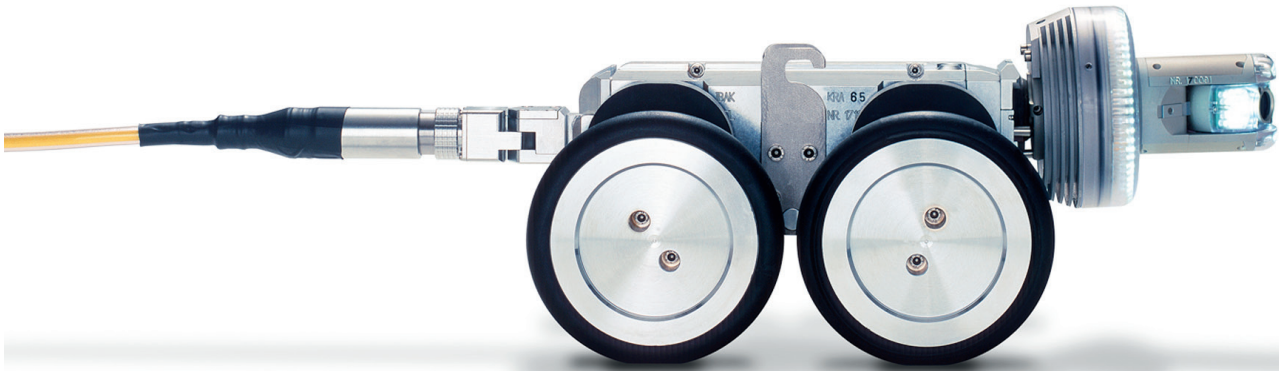


A major challenge for businesses is to continually innovate and adapt. Maverick has a unique system of introducing new technology and developing new methods. Maverick gives senior technicians the tools and flexibility to create new solutions and improve existing methods. James Harrison, Maverick's senior GPR technician and technology initiatives leader, is especially animated when he talks about methods that he has created and used to gather and analyse data.

"When you are using a radar system for archeology on a small island in the South Pacific, there is no electronics or department store. There is no source to replace the cable that is missing from the rental GPS system required and provided by the client on such a remote site. However, I use my knowledge of Excel spreadsheets and satellite time stamps, a handheld consumer GPS, and some lateral thinking to embed precise positioning in the radar data. That's what Maverick does, and that is the depth we bring to the table even for the everyday scans we perform before our construction clients cut or core concrete in an office tower or shopping mall."

Leonard Olchove, senior video technician and sales and marketing manager at Maverick likes to remind people of the company's culture of unique projects and technology. "We have assembled complex robotic crawler systems by feel, one component at a time through small hand-holes in steam headers at power generating plants. Warren Tessari, operations manager, did so while basically upside down. We have created a whole range of delivery systems for our robotic cameras to get to awkward positions without massive research and development costs to our clients, whether it is on top of a flare stack or down in a pipeline crossing under a river. We are the first company to have CSA certified explosion-proof remote camera systems for hazardous environments. As we move forward into our new facility, we are expanding our in-house custom metal fabrication, electronics and research capabilities. This is what we love to do, and it is the vision we have had for this company from the beginning."

As the company has grown, it has taken its mission of safety, diligence, and innovation to heart in all areas of operation. "We steer clear of traditional business models,"



says operations manager Warren Tessari, "in all aspects of our work. Profitability is necessary to remain in business, but our culture is not about money. We recognize the need for the framework of procedures, legislation, and compliance that is the backbone of Alberta business, but we have worked to flesh that skeleton out with group of creative, flexible, and engaged individuals."

Part of the struggle with doing business in Alberta is finding employees and retaining and expanding expertise. Maverick's solution for this problem is a very open workplace with a strong mentorship program. Senior technicians are paired with junior employees, and the field teams gather and review data together, interact with clients, and overcome worksite challenges. This approach allows the core values of safety and diligence to be passed down through the ranks, providing fresh perspectives for seasoned employees as they teach the next generation of technicians.

This approach has been especially valuable to Maverick because much of the data analysis and presentation involves unique methods and techniques that have been developed internally. These include, but are not limited

to, best practises for data gathering, working with clients to understand and accomplish difficult job scopes, and generating viable and reliable results with complex and cutting-edge software.

"Maverick's employees, both technical and administrative, are brilliant to work with," Tessari adds. "They support each other, teach each other, and enjoy working together. We have not had any issue attracting and keeping eager and capable people, because once they meet their co-workers, Maverick feels like home and a place they can be themselves and continue to move forwards personally and professionally. Everyone is dedicated to making Maverick work, so it is very easy to provide flexibility in scheduling and duties for a healthy work/home life balance.

"It is important to take care of material necessities such as equipment, finances, regulations, and paperwork, but ultimately Maverick is people, including not only our family of employees, but our clients, vendors, and others we interact with every day. This is an age of innovation and new technology for businesses, but those initiatives should be for the benefit of people, not at their expense."



After 20 years of success in Alberta, Maverick has demonstrated that innovation works, whether it is applied to technological solutions, company management, or day-to-day field operations. This is the business model that Maverick intends to develop even further in the decades to come.



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