

**FOR IMMEDIATE RELEASE**  
**March 21, 2009**

***Total Career Success With Ken & Sheryl Dawson —***  
**VOICEAMERICA INTERNET RADIO SHOW**

***March 23, 2009 Show Features***  
***William Schrom, CEO, Geotrace***  
***“Find Your Niche & Grow”***

Houston, TX – William Schrom, CEO, Geotrace will be featured on Total Career Success, an Internet show on VoiceAmerica Talk Radio Network, at 11 a.m. Central on Monday, March 23. The show is designed to inform and encourage listeners to achieve their career goals by featuring experts and business leaders to provide advice on job search and career advancement. Bill Schrom will share from his extensive experience as an executive in the oil and gas industry. Learn techniques to grow a company and your career by:

- Creating the vision
- Selecting and developing the best talent
- Focusing on your strengths
- Building on your successes
- Executing the strategy with an eye on the future

Bill Schrom is CEO of Geotrace, a reservoir solutions company for the oil and gas industry. Geotrace reservoir seismic data processing technologies and professionals have tackled a wide assortment of real-world challenges including land, marine, time lapse and depth seismic processing. In six years, Mr. Schrom has led Geotrace to become a leader in their industry.

Sheryl Dawson, co-host shared, “Over his career Bill Schrom has demonstrated that there is more to career success than being in the right place at the right time. Bill has strategically developed his career and led his company with similar sound strategic principles.”

Ken Dawson, a show host added, “Bill does not fit the typical image of the CEO who demands to be in the lime light. Instead he shines the spot light on others to ensure their success – both customers and employees. In a time when business leaders are viewed with suspicion and even held in contempt, Bill Schrom is an excellent example of true leadership. Join us for some practical insight on how to achieve your career success.”

To listen to the broadcast, please visit [www.voiceamerica.com](http://www.voiceamerica.com) and click on the Total Career Success icon. The show will air live at 11 – 12 noon Central on March 23 and will then be available as an archive on the web site or to be downloaded to MP3 players and cell phones.

## **William Schrom, CEO Geotrace Technologies**

Bill Schrom is CEO of Geotrace, a leader in reservoir data processing and integration for the energy industry. Geotrace reservoir seismic processing technologies and professionals have tackled a wide assortment of real-world challenges including land, marine, time lapse and depth seismic processing. Geotrace has processing facilities on five continents, anchored by regional super centers in Houston, London and Cairo. Geotrace has merged more legacy surveys, both land and marine, than anyone in the industry. Prior to becoming CEO, Mr. Schrom served as President of Geotrace's Europe, Africa and Middle East division. He was previously CEO of Reservoir Technologies, Inc. and CFO for Western Geophysical. Earlier in his career he held a variety of leadership roles internationally. Mr. Schrom has a Masters Degree in International Business from The American Graduate School (Thunderbird) and completed his undergraduate work at Bowling Green State University. He is a member of the Society of Petroleum Engineers, Society of Exploration Geophysicists and European Association of Geoscientists & Engineers.

For more information, visit <http://www.geotrace.com>

## **About Total Career Success**

Total Career Success is broadcast on VoiceAmerica, the world leader in Internet Talk Radio, and syndicated on World Net Radio; the show aims to engage listeners in new ways of thinking about their potential, their goals, and their future. The show hosts are Ken and Sheryl Dawson, principals of Total Career Success, Inc. and authors of *Job Search: The Total System*, 3<sup>rd</sup> edition. They have served corporations in outplacement and career development as well as talent management for 30 years in their consulting firm Dawson Consulting Group. The show presents guests who are experts in their fields to share the lessons they have learned in succeeding in their various areas of excellence and to discuss tips about a broad range of career issues, from specific career opportunities, to industries and workplace changes, to financial and advancement considerations.

For more information, visit <http://www.betterjobbetterlife.com/mediahome.shtml> and <http://www.dawsonconsultinggroup.com>

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