

ONE

## INTRODUCING BYRON SMITH

BYRON  
SMITH™

SEE  
YOU  
AT  
THE  
TOP™

### Exploring the Leader From Within

To have Byron Smith speak at your next corporate event and to order copies of his book, audiobook, and video *Byron Smith: See You at the Top™* please call (403) 485-6984 or visit [www.byronsmith.ca](http://www.byronsmith.ca)



Expedition Leader



Award-winning Businessman



Husband and Father



Motivational Speaker

### BIOGRAPHY HIGHLIGHTS

- ▲ On May 21st, 2000, at 7:05 am, Byron's triumphant statement, "I can't go any further... I'm on top of the world!" is broadcast live to millions of Canadians on CBC Television
- ▲ June 1998, Byron begins planning, organizing, and fundraising for his own Everest Expedition scheduled for the spring of 2000
- ▲ In May 1998, at age 38, Byron faces a setback 270 feet and 45 minutes from the summit of Mount Everest
- ▲ At age 34, Byron pursues interest in mountain climbing; he summits hundreds of peaks in the Canadian and U.S. Rockies to prepare for his 1998 Everest climb
- ▲ At age 29, Byron achieves his goal and starts Vulcan Ford Sales in Vulcan, Alberta, Canada, now in its 12th successful year of business
- ▲ By age 21, Byron sets goal to own and operate automotive dealership before his 30th birthday
- ▲ By age 18, Byron has set 21 provincial and regional track and field records
- ▲ At age 16, Byron dreams of climbing the world's highest peak—Mount Everest in Nepal

**“You can be and do anything you want in life, if you believe in yourself and want it badly enough.”**

Byron Smith's Everest 2000 Expedition became a reality because of the passion and commitment of one man—Byron Smith. Whether managing his business, playing sports, motivating corporations, or relaxing with his family, Byron has always set high standards for himself, exemplifying success through his extremely focused and goal-oriented personality. His business skills have turned Byron's Vulcan Ford dealership into the largest volume rural Ford dealership in Southern Alberta. In the past three years Vulcan Ford and its staff received the highest honour Ford Motor Company awards: the *North American Customer Excellence Award*.

Byron has balanced his professional life and his love for climbing with his commitment to his wife, Jamie, and son, Zach. He has spoken to hundreds of organizations and corporations throughout Canada and the U.S., delivering his motivational message that **“you can be and do anything you want in life, if you believe in yourself and want it badly enough”**. With his intense drive, focus, and determination, Byron has helped thousands of individuals to believe in themselves and make it to the top—physically, professionally, and personally.

**“Byron's driving energy and 'success' attitude make him stick with things, day after day, week after week, to transform goals into reality. What makes him unique, however, is his ability to balance personal ambition with family values, friendships and business commitments—a rare skill indeed”.**

—John Sauter, former Executive VP &  
Director of Marketing Kraft Canada

TWO

## EVEREST 2000 EXPEDITION LEADER

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The trek to Everest Basecamp



CBC Live Television Broadcast from Everest



Daily Email and Presswork from Basecamp



Receiving Award from Nepalese Prime Minister

### EVEREST 2000 HIGHLIGHTS

- ▲ Byron makes television history by organizing and leading the most extensively televised Everest expedition—ever
- ▲ Byron makes Canadian history speaking with Canadian Prime Minister, Jean Chrétien, on live television from Everest Basecamp
- ▲ 3 months of daily live televised broadcasts start in Kathmandu and culminate on the summit of Everest on May 21, 2000
- ▲ Everest 2000 becomes only the second Canadian Everest expedition to be endorsed by both Sir Edmund Hillary and The Sir Edmund Hillary Foundation
- ▲ School children in CBC's Toronto studio have 30-minute live televised question and answer interview with Byron at Everest Basecamp
- ▲ Byron funds development of in-depth educational program in conjunction with Everest 2000 Expedition; the program is based on the essential life skills key to Byron's success—goal-setting, problem-solving, and decision-making
- ▲ Everest 2000 Expedition touches millions of Canadians and becomes one of the top 5 news events in Canada

“I can't go any further... I'm on top of the world.”

As a mountaineer, **Byron Smith** has always set high standards for himself, climbing extensively in the Canadian and U.S. Rockies. In 1997, he summited the highest mountain in the Western Hemisphere, Mount Aconcagua in Argentina. In March of 1998, his pursuit of excellence carried him to the Himalayan Mountains of Nepal, where he faced the ultimate challenge—Mount Everest.

After successfully climbing to the South Summit of Everest, the second highest point on earth, Byron was forced to stop 270 feet and 45 minutes from the summit. Lacking the rope required to safely reach the summit, Byron had to make one of the most difficult decisions of his life. Thoughts of his wife and son—tempered by logic, percentages, and safety—compelled Byron to turn back.

Byron would return to climb Everest by the spring of 2000. This time, however, he would organize and lead his own expedition. Byron took ownership of every detail of his Everest 2000 Expedition—from research and planning to fundraising and public relations. Completing his goal and reaching the top of Everest on May 21, 2000, Byron succeeded in making Everest 2000 one the most successful Everest climbs—and the most televised—ever.

“Byron was, without a doubt, the strongest and most motivated climber on Everest... His awesome fitness, strength and determination on the slopes gained him the total respect of everyone on the mountain, including the Sherpas, in itself not an easy feat”.

—Rob Owen, Everest mountaineer

THREE

## "SEE YOU AT THE TOP" PRESENTATION

BYRON  
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Powerful



Articulate



Motivational



Inspirational

### "SEE YOU AT THE TOP" HIGHLIGHTS

- ▲ Audiences participate in a captivating, riveting, and emotionally stimulating multimedia presentation using visually powerful images and breathtaking video of Byron's May 2000 Everest summit
- ▲ Byron takes audiences on a stunning journey to the top of the world, with his incredible story of calculated risk, commitment, and success
- ▲ Byron draws parallels between the business of climbing Everest and the business of achieving personal and professional success
- ▲ Byron explores themes of personal leadership, vision, goal-setting, motivation, commitment, and management
- ▲ Byron shares his Five Guiding Principles of personal and professional fulfillment, showing the way to one's own "Leader From Within"
- ▲ Powerful, articulate, and inspiring, "Byron Smith: See You at the Top™" is a must for any organization wanting to empower their associates, colleagues, and employees with the knowledge and skills needed to achieve any goal—personally or professionally

**"Have you ever had a dream, a dream so vivid, so real, so powerful, that you thought you actually had experienced it?"**

From his opening question **Byron Smith** challenges, inspires, and motivates audiences with an emotionally engaging and awe-inspiring multimedia presentation. A rare combination of successful businessman and world-class mountain climber, Byron tells an incredible story of risk, reward, and success as he relives with audiences his fascinating journey to the top of the world—Mount Everest.

At the heart of **Byron Smith: See You at the Top™**, however, is an essential and universal strategy for setting and achieving goals. Drawing clear and practical parallels between his Everest 2000 Expedition and his proven business processes, Byron offers profound insight on:

- Personal leadership
- Goal-setting
- Motivation
- Risk management
- Overcoming adversity
- Commitment
- Problem-solving
- Success in life

Personally and professionally, **Byron Smith: See You at the Top™** is guaranteed to inspire and motivate you to explore your own "Leader From Within".

"The presentation 'Byron Smith: See You at the Top' was a tremendous account of the motivational strength of Byron Smith. The presentation can inspire a desire for success in others to achieve the near impossible. I applaud Byron for his emotional and gripping presentation."

—Colin P. Outtrim, President, Outtrim Szabo Associates Ltd.

# FOUR

# PRAISE FOR BYRON SMITH

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Byron presented award by Sir Edmund Hillary



Byron on The Open Mike Show with Mike Bullard



Matt Lauer interview on NBC Today



Mark Kelley interview on CBC Morning

## MEDIA HIGHLIGHTS

- ▲ NBC Today with Matt Lauer
- ▲ MSNBC with Brian Williams
- ▲ Open Mike with Mike Bullard
- ▲ The Erin Davis Show with Erin Davis
- ▲ CBC Morning with Mark Kelley
- ▲ Newsworld Today with Ben Chin
- ▲ Newsworld International with Paul Lethbridge
- ▲ CBC Metro Morning with Andy Barrie
- ▲ Maclean's Magazine
- ▲ Wired Magazine
- ▲ Saturday Night Magazine
- ▲ TV Guide Magazine
- ▲ Automotive Executive Magazine
- ▲ The Financial Post
- ▲ The Globe and Mail
- ▲ The National Post
- ▲ Toronto Star
- ▲ Vancouver Sun
- ▲ Montreal Gazette

“What a wonderful example of dedication, determination, planning and execution to overcome odds and achieve a goal.”

—First Canadian Insurance

“Very motivational and entertaining. An incredible story of your climb, the challenges you faced, disappointments and achievements were really impressive to witness.”

—Scott Horner, Advanta Canada Inc.

“Very moving and extremely motivating.”

—Carson Wolfer, Telus Corporation

“Byron's five guiding principles are pure motivational power. A breath of fresh air for any organization. See You at the Top™ is guaranteed to move and shake.”

—Oliver Bush, Qolus Financial

“I want to thank you for inspiring me to plan, climb, and conquer all my obstacles.”

—Richard Dolan, The Leadership Exchange

“Touching all your emotions, Byron re-awakens your inner-self to be better at what you do, by setting and accomplishing personal goals. Truly a stimulating and memorable experience.”

—Myron Love, Winnipeg Free Press

“Every time I speak it is with the sole purpose of instilling in just one individual the notion that Everest is just a mountain and I'm an average guy. My achievements rest in setting of goals and following the logical steps required to attain them. Any goal can be achieved and to recognize this is to place the world in the palm of your hand.”

—Byron Smith

FIVE

## "SEE YOU AT THE TOP" PRODUCTS

BYRON  
SMITH™

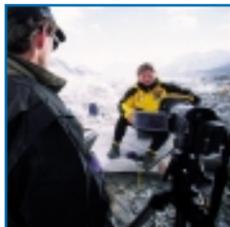
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Award-winning Businessman



CBC Live Television  
Broadcast from Everest

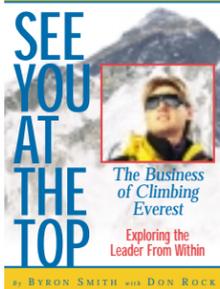


Inspirational



Byron presented award  
by Sir Edmund Hillary

BYRON SMITH



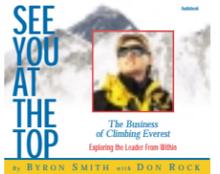
### BYRON SMITH: SEE YOU AT THE TOP BOOK

A rare combination of successful entrepreneur and world-class mountain climber, Byron Smith takes readers on a fascinating journey to the top of the world. Drawing on his own experiences from his successful May 2000 summit of Mount Everest, Byron tells an inspirational story of personal and professional risk, reward, and success. You will not want to put it down!

**Available in hardcover and softcover.**

ISBN 0-9688821-0-2 (Hardcover) ISBN 0-9688821-1-0 (Softcover)

BYRON SMITH



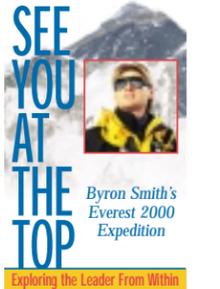
### BYRON SMITH: SEE YOU AT THE TOP AUDIOBOOK

Hear Byron Smith's exhilarating and inspiring story of the challenges he confronted and overcame to make it to the top of the world, both personally and professionally. Enhanced CD includes exclusive video footage, photos, and interviews.

**Available on Enhanced CD or Cassette.**

ISBN: 0-9688821-2-9 (Enhanced CD) ISBN: 0-9688821-3-7 (Cassette)

BYRON SMITH



### BYRON SMITH: SEE YOU AT THE TOP DOCUMENTARY

This video chronicles Byron Smith's Everest 2000 Expedition, the most televised Everest climb—ever. Stunning footage highlights the business of climbing Everest from the initial planning stages to the final push to the summit. This is a compelling tribute to the amazing accomplishments of one of Canada's greatest inspirational role models.

**Available in VHS.**

- ▲ To order copies of **Byron Smith: See You at the Top™** book, audiobook, and video, please call (403) 485-6984. To order copies online and to read or hear excerpts from **Byron Smith: See You at the Top™** book and audiobook, please visit [www.byronsmith.ca](http://www.byronsmith.ca).
- ▲ Education and corporate discounted rates for bulk purchases available.
- ▲ Autographed copies available upon special request.