

He was a unique character who broke new ground in the Ice Management area

How did a boy who grew up in Southend-On-Sea, England become known as a world leading expert in ice management? Through a life filled with opportunity, Pip identified that opportunity and ran for it! With his love for the ocean and his desire to do what most have not done before this all became a reality for him.

He grew up in England and for a boy that was told by a teacher that he would never amount to anything he has had the great pleasure of proving that theory wrong. He has spent much of his life on the sea or working with things on the sea. His early adult years had him working with sail boats, and with many adventures along the way his career on the water landed him in Newfoundland. Knowing little about ice but a lot about weather from his sailing background he wended up working offshore as an ice observer tracking icebergs off the coast of Labrador and on the Grand Banks of Newfoundland. After the sinking of the Ocean Ranger he decided as much as he loved the ocean he wanted to find a shore based job.

After spending a couple of years working onshore he found himself with the opportunity to work with PAL back when the company was based out of an Atco trailer and there were only a handful of employees. He started with PAL as an airborne ice observer and sensor operator flying around the Grand Banks identifying, plotting and characterizing icebergs. At first it was all done manually, however through ingenuity that developed into the first para-military radar technology being used in a civilian application. Pip started with PAL on a contract but Gus saw the potential in Pip and hired Pip full time in 1986, there were so many opportunities to pursue and Pip was a part of that team to grow our company. Over the years, the services provided by PAL expanded to include a fully integrated ice and environmental services. Pip later became the divisional director and was responsible to grow the client base, and ensuring we conduct relevant research and development. Through Pip's leadership, he has grown the division so much we are now considered the largest private provider of ice management services worldwide.

He has been successful in growing the client base to a point that we have all the ice management contracts for operators working on the Grand Banks of Newfoundland. Not only has he won over the oil industry from a business perspective, but he has also won them over from a personal perspective as well. In recent years just the mention of his name at a client meeting always brings the question "How is Pip?"

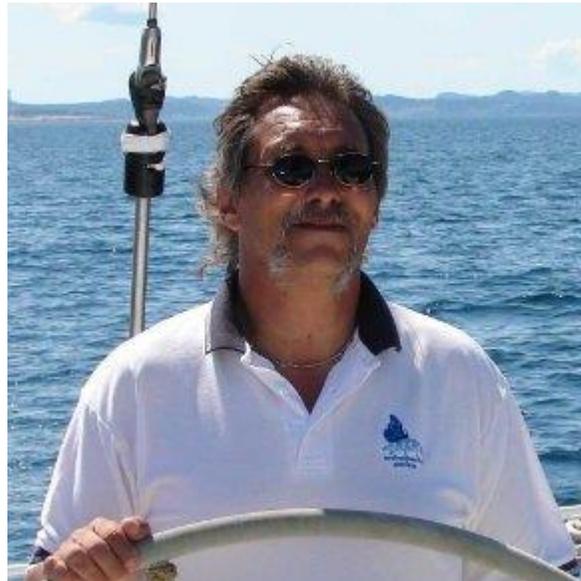
The story of Pip doesn't end with icebergs... it also continues into the world of UAV's. Again this was an area of few experts, Pip quickly became a leading authority for the world of UAV's with being appointed to the board as Chairman for Unmanned Vehicle Systems Canada. His work was ground breaking in the infancy of UAVs which contributed to putting PAL on the map in this area.

After receiving a diagnosis of stage 4 brain cancer Pip ended up retiring in 2012. Even though he had retired... he was not forgotten. His commitment and dedication were recently recognized when the newest maritime patrol aircraft was given the registration "PGR" for Philip (Pip) George Rudkin. In the long history of the company there are only a few people for whom share in this honour.

The aspect of ice management is truly the cornerstone of the history of PAL. Our founders saw a niche market for providing reconnaissance of icebergs to the oil and gas industry and through innovation and perseverance our capabilities have flourished. Pip truly was a part of the brick and mortar that has built this company to what it is today.

There is an expression, you can take the boy out of the bay but you cannot take the bay out of the boy. This is certainly true for Pip, the business of ice ran deep in his veins. Although Pip had retired, he still continued to monitor the ice on a daily basis. Conversations even as recently as last week involved his analysis of the present ice conditions offshore and whether or not we were going to have a busy ice season.

For those of us who have worked closely with Pip over the years, this past weekend has been filled with sadness, and comfort in knowing he is not suffering. It is filled with stories and memories coming from those near and those far away. Pip has a legacy that we are forever thankful for.



Philip (Pip) George Rudkin

February 28, 1953 - March 14, 2015

*Pip's living was determined not so much by what life brought to him
As by what he brought to his life*

Here are a few comments from some clients and colleagues upon learning of this sad news:

He was a unique character and broke new ground in the Ice Management area

- Suncor

I was indeed very sad to hear about the loss of Pip. I always found him to be a man of integrity. He was always so enthusiastic and knowledgeable that it was a pleasure to see him and chat with him.

- Garry Timco

I'm really sorry to hear about Pip. It must be really hard for you and all of your colleagues who worked closely with Pip over the years. I had a lot of respect for Pip, and for his opinions and advice.

- Richard McKenna