

## **Greg Kolodziejzyk Introduction**

When Greg "Call-a-jes-ick" talks about accomplishing a goal - be it financial, business, personal or physical in nature, he speaks from a bold base of experience that is rare and remarkable.

When Greg was 21 years old he launched a software company called Image Club. Image Club's phenomenal 50% average annual growth rate during it's 9 years of providing content software to an emerging electronic publishing market earned it a top position in the Profit 100 list of the fastest growing companies - even through the recession of the early 1990's. Image Club was acquired by Adobe Systems in 1994 - a prehistoric time before web browsers, downloadable software and e-commerce. (How did we ever do business without EMAIL? That was a long time ago. Boy, I feel old!)

After successful exits from two more entrepreneurial ventures; Sharper Cards, sold to Smart Health of Phoenix AZ and Idea machine - one of Canada's first online marketing agencies, sold to RareMethod marketing, Greg shifted his focus to improving his health, and he completed his first triathlon.

Then he completed the ultra distance Ironman triathlon, and then he completed TWELVE MORE Ironman triathlons including finishing in 4th place in his division at Ironman Arizona in 2006 which earned him a coveted slot to compete at the Ironman World Championships in Kona, Hawaii.

No person in history has traveled further under his own power in one day on either land or water than Greg. In 2006, Greg pedaled his self-built human powered vehicle an incredible 647 miles in 24 hours earning him his first Guinness World Record. He did it again just recently, but this time on WATER, when he pedaled his special human powered boat over 150 miles in one day earning him his 2nd Guinness World Record.

Greg has appeared on Discovery Channel and NBC, and had been featured in Popular Science, Wired, National Geographic, Men's Journal, and the 2009 edition of the Guinness Book of World Records.

I think there is something we can all learn from Greg's BOLD attitude toward constantly challenging himself - so please join me in welcoming from Calgary, Alberta,

**GREG CALL-A-JES-ICK**