



ENERGY MINERALS DIVISION

AMERICAN ASSOCIATION OF PETROLEUM GEOLOGISTS

BUSINESS PLAN FOR 2011-2012

DRAFT July 2011

Prepared by the 2011 EMD Executive Committee

A. STRATEGIC MISSION AND VISION STATEMENTS

The Energy Minerals Division (EMD) of the American Association of Petroleum Geologists (AAPG), is a global member-based geoscience organization. Paraphrased from the AAPG Constitution, EMD Bylaws, and Global Vision, our Strategic Mission and Vision is to:

“Advance the science of geology associated with the global exploration and production of energy resources that may include mineral resources, fluids and gases, or as hydrocarbons other than conventional oil and gas”.

The EMD will:

1. Foster the spirit of global scientific research;
2. Disseminate information relating to the geology and the associated advanced technology required for the exploration and production of these unconventional and other energy resources; and
3. Advance the professional status of EMD members.

An Updated “Statement of Purpose” for EMD, is to:

“advance in a professional, ethical, and environmentally safe manner the geoscience and technology involved in the characterization of energy resources”, including that of mineral resources, fluids and gases, or as hydrocarbons other than conventional oil and gas. This will be accomplished through sponsorship of technical conferences, technical sessions within the AAPG and with other associated organizations, e-symposiums, workshops, field trips, publications and by the Members-Only EMD web site and associated offerings.”

Our Vision for the Energy Minerals Division is that it should:

1. serve all geoscientists with interest and technical expertise in energy resources that may include mineral resources, fluids and gases, or as hydrocarbons other than conventional oil and gas capable of being produced for energy. This professional community will provide up-to-date technical information and professional development, technology transfer and professional geoscientific



networking, within at least the following areas: Coalbed Methane, Gas Hydrates Tight Gas Sands, Gas Shales, Oil (Tar) Sands, Oil Shales, Coal, Uranium (Nuclear Minerals), Geothermal Energy, and Energy Economics & Technology, and jointly with the Division of Environmental Geology (DEG) - Renewable Energy Resources (Alternative Energy);

2. serve as an integral part of AAPG, a global organization that effectively promotes the exchange of technical and geoscientific information and the dissemination of research (Government, University, and Industry) in EMD areas of interest through sponsored oral and poster sessions at professional meetings, peer-reviewed publications, professional training, and via the use of electronic media; and
3. consist of professionals who wish to provide pro-bono professional services in support of advancing energy geoscience within the mandate of the EMD purpose and goals in ethical and environmental practice in exploring for and developing the unconventional and alternative energy resources in the U.S. and overseas.

B. STRATEGIC VISION PLAN—GOALS TO PURSUE

Vision #1

- A. Continue to enhance the technical committee structure and committee membership to provide the EMD membership (AAPG) with up-to-date geoscientific and applied technology information. The EMD technical committees will be the technical center of knowledge for each of the EMD areas of energy commodity focus. As implemented in early 2010, Commodity Committee Leadership will include a Chair and three (3) Vice-Chairs covering: a) Industry, b) Government, and c) University. Included in the committee leadership will be a Vice Chair representing the Division of Professional Affairs (DPA), and a Vice Chair representing the Division of Environmental Geosciences (DEG), as appointed by the DPA and DEG.
- B. Appoint members to the Advisory Committee and encourage EMD members to enlist in the Observing Committee for each Commodity Committee of interest. The former is an appointed position of experienced personnel to provide support to the Vice-Chairs and Chair. The latter is the Observing Committee that is open to all EMD members having a general interest in the particular commodity.
- C. Provide member benefits and services on energy resources (other than conventional oil and gas) that create value within the global geoscientific community. These benefits and services will be delivered through: a) the Members-Only area of the EMD web site, and b) the technical committees. These committees will be the source of national and local experts on geoscience and technology information to support member education. Knowledge transfer may include advanced training via short courses, field trips, programs development for technical meetings, on-line training courses, and e-symposia. These committees will help develop, through AAPG support staff, effective core products (digital publications) and applied technology



services that synthesize scientific and technical advances of government-university- and industry-based research organizations.

- D. Support and promote the ongoing delivery of scientific material of each of the energy minerals committees and to integrate and advise the membership on the advancements in energy geoscience of the three research centers within each EMD Commodity Committees (university, industry and government).
- E. Strengthen and streamline the internal EMD organization, so that efforts are focused on the promotion of geoscientific research and applied technology.
- F. Build links with affiliated societies, sister societies, and other recognized organizations in each commodity area in order to encourage joint scientific activities including applied conferences, field trips, short courses and publications.
- G. Expand membership to encompass the full community that focuses upon the subject matter areas of the EMD, including the young professionals and global (international) communities through integration into our technical commodity committee communities via outreach through presentations and visits by EMD representatives at universities, professional societies and at AAPG Section and Region meetings.

Vision #2

- A. Participate on all key AAPG operating committees.
- B. Participate as a full partner in AAPG activities, in particular, to achieve harmonious operating practice with AAPG Headquarters staff, so that EMD and AAPG activities will be coordinated and promoted effectively and seamlessly.
- C. Increase EMD's visibility at every AAPG Domestic meetings by participating in the AAPG Booth, and in providing luncheon speakers, awards ceremony, technical sessions, field trips and short courses.
- D. Increase EMD's visibility at every AAPG International meeting with EMD personnel participating in the AAPG Booth, and by hosting a luncheon and organizing technical activities as appropriate to the region.
- E. Increase EMD's visibility at every AAPG Section meeting by pro-actively placing EMD Councilors on the organizing and technical program committees for each Section meeting, and by hosting a luncheon and technical activities as appropriate to the Section. Encourage Sections to create awards for the best EMD paper and poster presentation.
- F. Demonstrate to AAPG Executive Committee that EMD incorporates and promotes the full interests of AAPG.



Vision #3

- A. Continue to work effectively with the AAPG Education Committee to coordinate the planning and execution of conferences, workshops, and similar events, primarily with sister societies and affiliated societies of AAPG. These will provide an education opportunity for EMD members to learn and grow as well.
- B. Continue to develop new EMD-sponsored publications and initiate new publication projects within the Commodity Committees
- C. Co-sponsor conferences or publications with other societies that are consistent with EMD objectives.
- D. Continue to enhance the EMD web site to include, for each commodity section, an overview of plays (where appropriate), commodity reports, committee reports, workshops, presentations, publications, abstracts, calendar, references, web links, meetings, region activities, public educational outreach and EMD Technical Fields information.
- E. Continue to contribute quarterly (August, November, February, and May) articles to *The Explorer*, which informs the entire AAPG membership of EMD news from each of the Commodity Chairs and from the EMD Executive Committee from time to time.
- F. Continue to post previous EMD Explorer articles on the EMD web site.

Vision #4

- A. Continue to develop a cooperative structure with the sister Divisions (Division of Professional Affairs – DPA, Division of Environmental Geology – DEG) that enhances the success of each Division, and
- B. Support the existing EMD and AAPG awards structures to recognize outstanding professionals in energy resources (EMD focus fields). Encourage Councilors and Committee Chairs to nominate appropriate EMD members.

C. ACTION ITEMS FOR 2011-2012

A. Expand the Leadership of Each Commodity Committee by Continuing to:

- i) Recruit experienced Chairs and Vice-Chairs for each specific commodity area within the technical committees. Hold all to their commitments.
- ii) Encourage and Recruit younger (<35 yrs old) professionals to serve in Observing Committees.



B. Increase the Contribution of Commodity Committee Chairs by Continuing to:

- i) Encourage and clarify expectations of each Chair, which include providing bi-annual reports, expanding committee membership, and enhancing the technical content of their commodity webpages, both Public and Members' Only versions.
- ii) Seek out and encourage younger professionals to get involved in AAPG and the EMD, and DEG, as well as become aware of the DPA for later consideration.

C. Increase the Contribution of Section and Regional Councilors by Continuing to:

- i) Engage them and clarify expectations, which include providing bi-annual reports of section and regional activities, developing EMD contacts at the local-society level, representing EMD at the section/region meetings, and enhancing the section/region webpages.
- ii) Encourage them to attend section and regional meetings as the EMD emissary.

D. Recruit New Members and Retain Existing Members by:

- i) Continuing to recruit new members at every AAPG meeting through the use of announcements prior to technical sessions, Opening Session remarks, All-Division luncheon talks, EMD giveaways, etc.
- ii) Contacting those individuals who renewed their AAPG membership this year but not their EMD membership to understand what EMD management can do to maintain their renewal.

E. Communicate Effectively with the AAPG and EMD Membership through:

- i) Four e-mailings to the AAPG membership – highlighting special news from EMD Commodity Committee Chairs and Executive Committee,
- ii) Multiple e-mailings to the EMD membership – reporting on Commodity Committee and Executive Committee activities,
- iii) Informal gatherings at AAPG meetings and EMD-sponsored events,
- v) Increase EMD representation in the AAPG Distinguished Lecturer Committee and in the AAPG Visiting Geoscientists Program
 - a) Walt Ayers and Jack Pashin to the DL Committee, and



- b) Michael D. Campbell is participating in the VG program.
- vi) Continue to interact effectively with the AAPG Governance Board and Geo-DC, and respond to requests to attend an AAPG Day in Washington, DC, where feasible,
- vii) Continue to respond to Action Alerts, generate “Dear Colleague” letters for State and Federal legislative staff, and provide information to Dave Curtiss (in DC) and other staff, as appropriate,
- viii) Continue to reach out to the broader geological community, students, and the public by enhancing the Public pages of all Commodity Committee webpages,
- ix) Continue to search for opportunities to work with our sister societies within AAPG (DPA, DEG) and outside of AAPG (SEPM, SEG, SPE, SPWLA, SPEE),
- x) Focus on recruiting students by engaging students at the Long Beach ACE 2012 meeting, encouraging the formation of AAPG student chapters, and getting companies to sponsor student EMD memberships, and
- xi) Acquire data and e-mail teachers of grades 9 through 12 describing the various EMD commodities to high schools throughout the U.S.

H. Continue to Effectively Support the Exchange of geoscientific Information and Research:

- i) By bringing current works to publication and identify new publications:
 - a) Advance the second edition of the *Atlas of Coal Geology* to publication within the fiscal year, and by providing support to editor, Alex Papp,
 - b) Publish the *Gulf Coast Coal Assessment*, edited by Peter Warwick,
 - c) Provide \$10 K support to editor John Breyer (TCU) to ensure volume on *Hydrocarbons from Shale* remains on track for publication within about 12 months,
 - d) Provide support to editors Bill Ambrose and Jim Reilly as needed to insure volume on *Energy Resources for Human Settlement in the Solar System and Earth’s Future in Space* remains on track for publication within about 12 months,
 - e) Support the development of a new publication: *Geothermal Energy in conjunction with Oil & Gas Operations*
 - f) Monitor sales of existing publications and contact purchasers who are not EMD members about getting active in EMD, and



g) Identify new major publication projects during 2011-2012 and submit to AAPG Publications Committee for approval.

I. Continue to Improve the EMD website:

- i) By expanding and updating the technical content (by encouraging and supporting commodity committee Chairs) and the section/regional information (via Councilors), and
- ii) Improve our capabilities through the AAPG staff to update the website and share information with our members in a timely manner.

J. Use *The Explorer* for Educating AAPG Members about the EMD Activities:

- i) Submit columns for 2011-2012 focused on the EMD Commodities Specialty areas,
- ii) Work with *The Explorer* staff to ensure that EMD-related articles are tied to activities and membership in the EMD and AAPG meetings, and
- iii) Continue to run periodic advertisements promoting EMD membership.

K. Co-sponsor the Mudrocks and Perkins Conferences:

- i) EMD should co-sponsor a Gulf Coast Mudrocks Applied Geologic Conference, and
- ii) EMD should investigate joint sponsorships of EMD Minerals commodity conferences with section Meetings and Regional Conferences, as well as with other sister societies.

L. Continue to Encourage Maintenance of Professional Standards of Care and Recognition:

- i) Obtain AAPG honors and awards recognition for EMD members,
- ii) Ensure that multiple nominations for Distinguished Service, Honorary Member, Distinguished Educator, Special Awards, etc. are submitted to the AAPG Advisory Council and that these nominations are effectively represented in annual AAPG Honors and Awards meetings,
- iii) Continue the EMD awards program, and
- iv) Publicize awardees in *The Explorer*, as well as on our website and in the exhibit booth and at the luncheon during the AAPG Annual Conventions.



D. INTER-DIVISION COOPERATION FOR EMD BUSINESS PLAN

In consideration that the three divisions of the AAPG (i.e., DPA, DEG and EMD) have a number of similar responsibilities to their members and overlapping activities, the divisions are initiating plans, effective for 2011-2012 fiscal year, to establish Inter-Divisional areas of cooperation. These areas of cooperation may include, but are not limited to: annual meeting events (technical sessions and luncheons), regional/section meetings, external conferences and workshops, joint publications, legislative issues and actions, and geoscience education.

This Inter-Divisional cooperation will have multi-purposes:

- A. To promote and expand membership within each division,
- B. To generate revenue for AAPG,
- C. Provide education to AAPG membership, and
- D. To support the activities of national and regional conferences and events of the AAPG.

Together, many in EMD believe that the divisions can collectively be more effective by reducing conflicting overlap of activities, while at the same time building on the strengths of each division in a cooperative fashion. The Presidents and President-Elects of the three divisions continue to meet at various functions to better define and plan cooperative activities continuing in the 2011-2012 fiscal year.

E. EMD BUDGET, FISCAL YEAR 2012 (submitted by Kent Bowker, Treasurer)

EMD Budget, FY 2012: <http://www.ela-iet.com/EMD/EMD%20FY2012%20proposed%20budget.pdf>

F. EMD MONTHLY EXECUTIVE COMMITTEE TELECONFERENCES

The monthly teleconference meetings are open to all management within EMD, including the EMD Executive Committee members, but also Commodity Chairs, Councilors (Section and Regional), Supporting Committee Chairs, and other invited guests. These meetings are instrumental in conducting the business of EMD. The minutes and agendi of these meetings will always be found on the Leadership webpage: http://emd.aapg.org/members_only/reports.cfm.

G. ENERGY MINERALS DIVISION LEADERSHIP (2011-2012)

The current EMD leadership, their functions and biographies, are presented on the following webpage: <http://emd.aapg.org/announcements.cfm>



H. ENERGY MINERALS DIVISION MEMBERSHIP MONITORING

Monitoring of the EMD membership records in Tulsa will increase during the period 2011-2012. The "No Dues" action on EMD membership has had a clear impact on enrollment.

See: http://emd.aapg.org/members_only/member_analysis.cfm

Stephen D. Testa, P.G.
EMD President-Elect