

ADDC

Insight



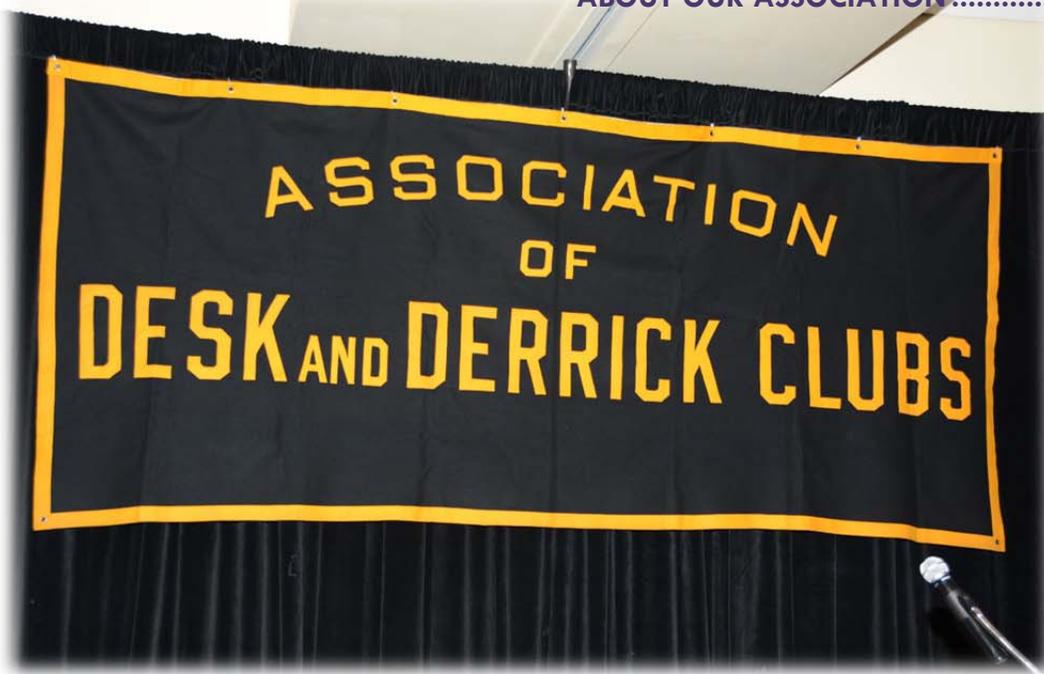
Volume 2, Issue 3

March 2014

*March is Desk and
Derrick Club
Awareness Month*

TABLE OF CONTENTS

ADDC PRESIDENT'S LETTER	2
REGION I DIRECTOR'S LETTER	4
REGION II DIRECTOR'S LETTER	5
REGION III DIRECTOR'S LETTER	6
REGION IV DIRECTOR'S LETTER	7
REGION V DIRECTOR'S LETTER	8
REGION VI DIRECTOR'S LETTER	9
REGION VII DIRECTOR'S LETTER	10
ASSOCIATION DISTRIBUTION OFFICE LETTER	11
EDUCATION MOMENT.....	12
EDITOR'S CORNER.....	12
YOU'RE INVITED	13
THINGS TO PONDER.....	15
BREAKTIME	17
UPDATES FROM THE COMMITTEE CHAIR.....	18
2014 PROPOSED AMENDMENTS.....	24
ABOUT OUR ASSOCIATION	27



ADDC President's Letter



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Merrion Oil & Gas

REGION VI DIRECTOR
Abby Johnson
Frontier El Dorado Refining LLC

REGION VII DIRECTOR
Christina Forth-Matthews
AOG International



Linda Rodgers
President

lindar@pescoinc.biz

March 2014

Spring is a time for growth! How can we grow with Desk and Derrick? Further, how can we increase membership in our clubs? Now is the perfect time to answer these questions as March is Desk and Derrick Awareness Month. Does your club do anything special for the March meeting? What a great time to have a special program and invite potential new members. Most clubs have members who, for one reason or another, are not participating in activities and functions. Why not invite an inactive member to attend the March meeting?

In addition to engaging former or inactive members, each one of us knows already the benefits of belonging to Desk and Derrick, but many people have never heard of Desk and Derrick. We all have co-workers and friends who could benefit in so many ways from being a member. It is incumbent upon each of us to get the message out that we provide AWESOME educational opportunities! Let's see how much we can all do to help Desk and Derrick grow.

Speaking of Desk and Derrick Awareness Month, how does your club market Desk and Derrick? Anyone currently working in the energy or allied industries is eligible for membership and can benefit from what we have to offer. Another way to market Desk and Derrick is by using new ads that will be available soon. A special thank you goes out to Rene Peckham from the San Angelo Club for bringing these ads to the Board. Several years ago her club was in jeopardy of disbanding and through the use of additional marketing with the new ads, the San Angelo Club not only survived but is thriving. We will keep you notify the club presidents when the ads are available.

Strategic Planning is well under way. We have now formed ad-hoc committees intended to address each of the focus areas: technology, communication, education, leadership development, operational effectiveness and marketing. It is my intent to provide the full strategic plan at the upcoming region meetings. The committees are made up of a minimum of two members from the board as well as members from the Association who might be willing or able to assist with a particular task. Each committee has been encouraged to recruit more members throughout the Association and add additional goals as necessary.

By now, most of you should have seen the updated General Information Section of the Association Bylaws. Keep in mind that the General Information Section can be amended by the Board at any time and requires the Board to provide any updates to the membership within 60 days. The Board approved a change to the General Information Section that allows a club to count a field trip toward fulfillment of the nine program requirement. This change came from a Regional Director who had members and club representatives voicing concerns that the guidelines were not clear about what could or could not count. This left each club to interpret the guidelines in their own way. Upon bringing it up at Budget and Planning, other Regional Directors had similar concerns. This change is not to the Bylaws but general information that had to have clarification so that clubs and members could move forward with the education of our members in a more efficient manner. If any member still feels uneasy about this change, please contact your Regional Director.

If you haven't already done so, please take a few minutes to familiarize yourselves with the website. It contains useful information on topics such as the history of Desk and Derrick, ADDC Foundation and Educational Trust information, ADDC publications, forms and manuals, monthly letters, and member information. You can look up any member of Desk and Derrick and have all their information available to communicate with them. If you do not have the password, contact your club president. Every member has access, so use it! Please contact your Regional Director about any issues or suggestions you have on improving the website. I'm interested in hearing what you look for the most, what is the hardest information to find and how could the website be improved to make finding information easier.

ADDC President's Letter (cont.)



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Linda Rodgers
President

lindar@pescoinc.biz

March 2014 – Continued:

A few reminders for us to keep in mind during the year:

- Program reports need to be completed every month and turned in to your Region Program representative
- Remember that membership information, e-mail addresses or mailing lists are restricted for Desk and Derrick purposes only.
- Members who change jobs or addresses need to update ADO, Form ADO 30.
- Clubs in Regions II, IV and VI will be required to have their bylaws reviewed no later than May 1st. The Club Bylaws should be submitted to Dorothy Semon, Club Bylaws Review chairman.
- All clubs must submit a TAXE 1 – 2 form to Shelly Hildebrandt, US Tax Exempt Committee Chairman. The form can be found on the website; deadline to submit this form is May 15, 2014.

I hope you are making plans to attend the 2014 Convention in Lafayette, Louisiana. At Budget and Planning, the registration fee was approved at \$200 if registration is sent in prior to July 15th and \$225 if postmarked after July 15th. We are hoping to get registrations in early, so plans can be finalized and deadlines met. The Convention package should be out by the time you read this letter. With its endless educational opportunities, field trips, professional development and networking, you will not want to miss it.

If you are not able to attend Convention, I strongly encourage you to take advantage of the opportunities afforded at the regional meetings. Beginning next month (April), each host club and regional director is busy making final arrangements. Some of the packages are already out and are posted on the website. Make your plans now to attend; just like Convention, these meetings are highly beneficial.

In honor of St. Patrick's Day, March 17th, I offer the following blessing to each one of you:

*For each petal on the shamrock
This brings a wish your way;
Good health, good luck, and happiness
For today and every day.*



Linda Rodgers

Upcoming Events:

Desk and Derrick Awareness Month	March
Region III Meeting, Baton Rouge, LA	April 2 - 4
Region II Meeting, Lansing, MI	April 24 - 26
Region V Meeting, Amarillo, TX	April 24 - 26
Region IV Meeting, Tyler, TX	April 24 - 26
Region VI Meeting, El Dorado, KS	April 24 - 26

Region I Director's Newsletter



April Lang
2014 Region I Director

Lang Surveying
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Ohio Valley

Theresa Righter

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PYOGA

Sheryl Carls

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Cheryl Charie

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Tuscarawas Valley

Mandy Beighley

abeighley@atlasenergy.com

West Penn Energy

Diane McKee

Diane.m.mckee@peoples-gas.com

West Virginia Club

Kay Hillabold

Kay.hillabold@chk.com

March, 2014

Members of Region I,

Here we are in March and I hope every club in Region I is celebrating D&D Awareness Month in a special way this year. Please take the time this month to thank your boss and/or company supporter for all they do for Desk and Derrick. Shoot them an email, stop them in the hall, jump up and down, whatever it takes to let them know you are grateful for their support. How about continuing this throughout the year? Share with them some tidbit you learned at a meeting or field trip. Tell them how rejuvenated you are after attending the regional meeting and/or Convention and how it helps you professionally. Assure them that **D&D DOES Whisk You Away!!** Keep D&D in the forefront! Be **enthusiastic** –it's catching!

I had the opportunity to have a teleconference with the Region I Presidents. What committed members they are! Be sure to step up to help them out.

The Association President, Linda Rodgers has two separate letters on the website: Strategic Plan Update and Membership Survey Results. Please take the time to read these and keep yourselves informed on issues/changes the 2014 Board is working on as well as website updates.

Thank you to Region I members for **volunteering** to be regional representatives for the 2014 ADDC Committees:

Club Bylaws Review	Kathy Tawney
Education	Brenda Miller
Membership	Rebecca Tunning
Program	Jennifer Smith
Public Relations	Natalie McClelland
Rules	Diane McKee
Certification	Donna Burdick
Contest	Kay Hillabold
DDJ	Beverly Roberts
Leadership Resources	Erin Means
Long Range Planning	Charlene Tenney
Nominating	Amanda Beighley
Publications	Maggi Franks
Registrar	Donna Siburt
Scrapbook	Kathy Tawney

As you can see most of these volunteers are past club presidents and six are past Region I RD's. Why is this? Members, please don't be intimidated by these committees. It is just another way to educate yourself on the inner workings of ADDC. In the past I have learned so much by participating on various committees---much more than I brought to the table. Stay **committed** to advancing your knowledge of our association and be willing to learn.

By now you should have received the registration packet for the 2014 Region I meeting to be held at the Ramada in Ligonier, PA May 15-18, 2014. The host club, West Penn Energy Assoc. has been planning both an educational and enjoyable weekend. I hope to see everyone there as we conduct both regional and Association business, network, learn, and reconnect with old friends while making new friends. Credentials for the regional meeting are due March 15 and should be sent to Donna Siburt, Region I Rep for the Registrar Committee.

Be watching the website for the registration packet for ADDC Convention, "Livin, Lovin, Lafayette" to be held September 24-27 in Lafayette, LA. You won't want to miss this.

GO REGION I !!!!!!!

APRIL

Region II Director's Newsletter



Pump It Up For Energy

Stacy Tate
Region II Director

brehmoil@sbcglobal.net

March 2014

News from Region II:

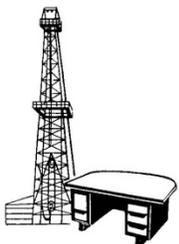
This has been an active month for Region II as the BADD Club worked diligently to get out the info for the April Region meeting. It looks like it will be an educational and opportunity-filled event; a place to get your voices heard and to connect with others in the Industry. Heartland Desk and Derrick will be hosting a free “shuttle” service for anyone interested in attending. Lansing is only 7.5 hours from Mt. Vernon, IL so we will be leaving on Thursday, April 24th at 9 a.m. to arrive in Lansing by “Hospitality Time”. We will leave MI around 2 p.m. for an estimated arrival time in Mt. Vernon of 9 or 10 p.m. on Saturday. All are welcome to ride with us. Simply call Brehm Oil, Inc. at 618.242.4620 and don't forget to register and get your hotel room for Thursday and Friday nights!

I had the honor of meeting with the Little Egypt Club and am excited to announce that Heartland Club and Little Egypt Club will have a joint meeting on April 8th to celebrate Little Egypt's 60th year in Desk and Derrick. The program should be informative and the gathering celebrative! I loved how Little Egypt Club shared their program of a current event in the industry, researched and shared by one of their own members. We have so much to learn and share with each other. I look forward to visiting our other clubs sometime throughout this year.

March is Desk and Derrick month so I hope all the clubs are getting some free PR out there about what we have to offer. Ideas like calling the mayor to pronounce the month as an official “Desk and Derrick Month” or calling the newspaper to interview your club about we do (professional development and energy education) are just two simple ideas to spread the word. I'd love to hear what you have planned! Let's share ideas.

And finally, on an international note, don't forget to start making plans now for the Fall Convention in Lafayette, LA. Information is available on the ADDC website.

Stacy Tate
Region II Director



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Region III Director's Newsletter

Sharon Blackwell

Region III Director

blackwell288@yahoo.com



- CONNECT
- ENGAGE
- COLLABORATE
- LEARN

March, 2013

Welcome to Desk and Derrick Month!!!

Time flies by and our Association ages – I can only imagine how proud Awty Schaeffer would be to see where we are now. It is hard to believe that March is already here. I hope all of you have something special planned to encourage new members into our organization. Desk and Derrick has so much to offer: industry speakers, field trips and seminars. We are the only organization that I know of where you can learn about every area of the oil and gas industry.

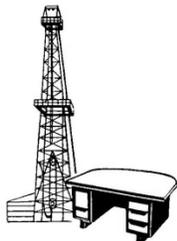
If you have not submitted your club's membership dues and forms to ADO and to Kathy Denley, Region III Fund Treasurer, please do so as soon as possible. All Clubs must be in good standing with timely dues submittals in order to be represented at Region III Meeting in April.

Have you been on the website lately? If not please make sure take a look at the Social Media Guidelines.

Region III is still in need of representatives for the Education, Long Range Planning, ADDC Manual Review and Publications. Presidents, please encourage your members to get involved and learn through the Region III representative position. There's no better time than today to step out of your comfort zone!

Till Next Month,

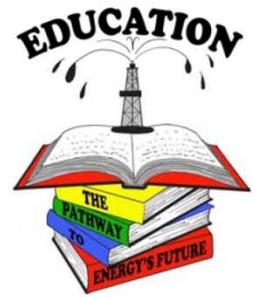
Sharon



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Quote Of The Month – “When great events are moving one must play a part in them” - Winston Churchill

Region IV Director's Newsletter



Rebecca Perez
Region IV Director

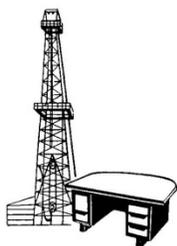
perezr@petroleumcollege.com

March – Desk and Derrick Awareness Month. It is a great time to get those creative juices flowing in preparing those special programs that will entice new members into your club. Make it fun, educational and informational. Take advantage of this opportunity to invite prospective new members who work in all facets of the energy industry to learn about your club and the Association.

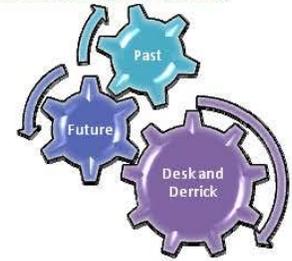
The packet for the Region IV meeting in Tyler, Texas has been emailed to the presidents and is on the ADDC website so everyone should have received it. If you haven't sent in your registration yet, please be aware that the deadline is March 15. The maximum number of field trip participants has been increased to 60 and I would like to see all the seats taken. The Tyler Club is doing a fantastic job in putting this meeting together and I am looking forward to seeing all of you there.

I wish to thank all of the presidents and committee representatives who were able to attend the training session that I hosted in San Antonio on February 1st. I enjoyed meeting and visiting with all of you and I hope that you took a little knowledge and helpful hints with you to share with your clubs. I am excited about visiting as many clubs and hope to start after the Region meeting.

Becky



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Region V Director's Newsletter

Philana Thompson

Region V Director
Merrion Oil & Gas Corp

pthompson@merrion.bz

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Region IV Director

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Region V Director

Philana Thompson
Merrion Oil & Gas Corp

Region VI Director

Abby Johnson
Frontier EI Dorado Refining LLC

Region VII Director

Christina Forth-Matthews
AOG International

March 2014

Hooray for Spring, and when we think of Spring we think of ideas of rebirth, rejuvenation, renewal, resurrection and regrowth. With all of that in mind, each one of those thoughts applies to that of Desk and Derrick. How will you renew your enthusiasm and your Clubs enthusiasm in Desk and Derrick? This is a perfect time to answer all these as March is Desk and Derrick Awareness Month. Each one of you knows the benefits of belonging to Desk and Derrick, but many people have never heard of our club or association. We all have co-workers and friends who could benefit from being a member of Desk and Derrick so let's spread our enthusiasm and let them know the benefits and learning experiences of what Desk and Derrick has to offer.

•All Region V Clubs must submit a TAXE 1 form to Shelly Hildebrandt (shellyhildebrant@hotmail.com), US Tax Exempt Committee Chairman, no later than May 17, 2014. The form can be found on the website.

By now each of you has received the registration information for our Region V Meeting to be held April 24th – 27th, 2014 in Amarillo, Texas; final registration is due by April 3rd, 2014. The Amarillo Club is working tirelessly to provide an exciting and educational weekend for all of us. Regional meetings provide invaluable information through the business sessions, seminars, and field trips and it's a great opportunity to network with other Association members to explore new ideas in Producing for the Future in 2014.

*Happy Spring!!
Philana Thompson*

Region VI Director's Newsletter

Abby Johnson
Region VI Director

abby.johnson@hollyfrontier.com



Dear Members,

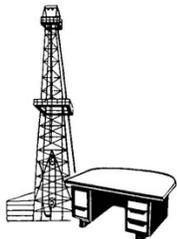
Don't go mad during March Madness!

- Score big by promoting Desk and Derrick this month in your community.
- Dribble down the court, your members will be following behind your every step.
- Make all your free throws. March is the month that you get that free shot to make an impression.
- Don't foul out. Each individual is needed to make the team successful.
- Bracket busters are part of the madness, so expect the unexpected.
- Pick the winners! Every Desk and Derrick member is a winner.

The Region VI Registration Packet has been passed around and it's your turn to get the ball and fill out the registration.

See you at the starting line in El Dorado.

Abby Johnson
Region VI Director



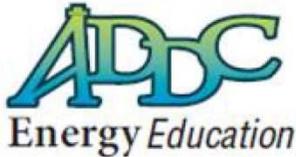
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Region VII Director's Newsletter



March 2014

Welcome to March Awareness Month!



I am so excited this month, we have so much going on....

We hope you like the new **Energy Saver adds** to promote Desk and Derrick. They are both in color and black and white.

The **ADDC Insight**, hope you all are enjoying reading it. Its nice to see what other clubs are doing this year.

Thank you to Kathryn Popovich and Pam Berg for stepping up and helping answer the call to be on the **TECH SAVY committee**. Our region thanks you.

Linda has assigned a regional director and board member to come up with tasks this year for our regionals. The task assigned is about Goal #4.2: Offer leadership development annually for club presidents. Goal #4.3: Develop best practices for club programs and ideas to share throughout the Association. If you are interested to help with sops, please let me know. Our deadline is April 1st, 2014.

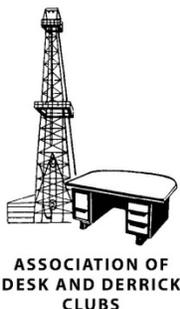
I encourage you all to have a look at the new ADDC website. It has under gone a lot of changes in the past months.

The GAC Committee has worked incredibly hard in February to get our Region VII Meeting registration packages out. We hope you enjoy what we have planned.

Thank you to everyone who has stepped up to help our Region VII Meeting be successful. It is so great to have such strong support with in our region. So many volunteers are needed and so many have come forward to help. Thank you!

If you are interested in volunteering for Scrapbook Committee for the Association, please let me know.

Ready! Set! Go!
Christina



Up coming events:
Region VII Meeting
Convention

May 22 to 24, 2014 Edmonton, AB
September 24 to 27, 2014 Lafayette, La

Association Distribution Office Letter



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REGION VII DIRECTOR

Christina Forth-Matthews
AOG International

André Martin
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ado@addc.org (o)

WOW!!! Where is the time going? March already???

Thanks to all the Clubs that have sent in your **Renewal** forms by the the February 28th deadline. (Did you *know* or *remember* that all **Renewals** need to be in by this deadline?) We are steadily working on updating the database with all the changes. As always I ask for your patience as this is a time consuming process. We'll get a new directory posted to the ADDC website as soon as we have the lion's share of your renewal forms entered.

Here are a few questions/concerns that have come across through emails and phone calls. Though this does not apply to the entire membership, I thought it would be helpful to address these here so you might better understand the processes that we use.

ADDC Forms/Committee Letters – please know that the website is constantly being updated with new information. This is being accomplished by our webmaster, Wayne Ammons. If you are having trouble locating a specific form please contact us at ADO. If there is a Committee letter that you would like posted to the ADDC website please send that to President Linda Rodgers. Remember all website communication must be approved before it is posted.

ADDC New Member Packets – we try to get these packets out several times throughout the year. What is included in these packets are: New Member Handbook, New Member Card and ADDC New Member Pin. These packets are generated by the Transmittals that are submitted. We have tried hard to make sure that every New Member receives their packet the year that they join. If for some reason we did not get a New Member packet to you when you joined, please have your Membership person contact ADO.

ADDC Website Access – if you are having trouble accessing the Members Only side of the website please CALL ADO. I will relay this information to you via the phone only. I encourage you to do the same when communicating this with other members. Please don't ever email passwords. Your security is the #1 concern.

Renewal/Application Forms – if you are responsible for submitting these to ADO, please remember that we need to receive the following via mail . . . and not email.

1. The Transmittal Sheet – this helps us both keep tabs on who has joined/renewed as well as gives us a number count.
2. Renewal Forms/New Member Application Forms – This can be the original or a copy but I need a form for each member listed on the Transmittal Sheet.
3. Payment in the form of a check from the Club's Checking Account.

I hope that this has been helpful.

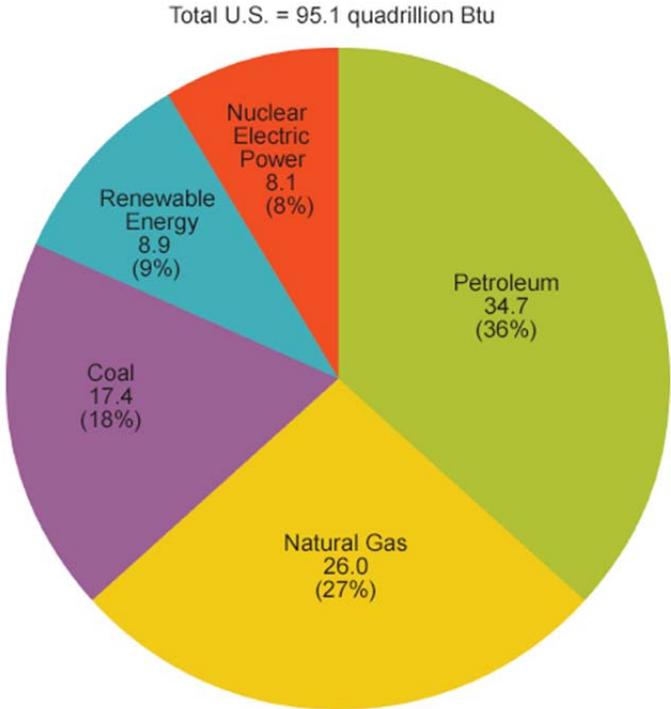
André Martin
Association of Desk and Derrick Clubs

Education Moment

Did you know?

The electric power sector has seen large changes in its fuel mix. A little over 50 years ago, nuclear energy played no role in electric power generation, but in 2012, nuclear energy accounted for 21% of the energy used to generate U.S. electric power. Oil's share of energy for electric generation declined to 1% in 2012 since peaking at 18% in 1973.

Primary energy use by source, 2012 quadrillion Btu and percent of total¹



¹Does not add to 100 due to independent rounding.
Source: U.S. Energy Information Administration, *Monthly Energy Review*, Table 1.3 (April 2013), preliminary 2012 data.

Editor's Corner

If you have any announcements that require a quick response from your clubs or regions, please forward it to me at htrujillo@rlbayless.com and we will let the Association of Desk and Derrick Clubs know.

We will complete the ADDC Insight by the **5th of each month**. If you would like to be a co-editor on this new venture, let me know and let's collaborate!

We encourage every member, every club and every region to contribute. All suggestions are welcome.

Information, views or opinions expressed in the ADDC Insight newsletter originates from many different sources and contributors. Please note that content does not necessarily represent or reflect the views and opinions of the Association of Desk and Derrick or their clubs. Articles are merely to educate and inform.

~Helen Trujillo
Desk and Derrick Club of Farmington, NM

You're Invited

REGION V MEETING – PALO DURO

Amarillo, TX from April 24-26, 2014

By Nell Lindenmeyer, Desk and Derrick Club of Farmington, NM

Another year AND another Region V Meeting in Amarillo, Texas. This year I'm going to do something I have never done AND it will take a lot for me to do it again. I'm going to put a "plug" in for the field trip being offered in Amarillo. Basically, I'm not a field trip person. I don't like bus rides, I don't like crowds and I enjoy finding out about places on my own. I don't get sick on a bus and I'm not claustrophobic...it's probably a part of me that's ADD...I can't stand to sit still for very long. But this year is different. I will endure whatever is necessary to hike Palo Duro Canyon. Yes, I've been to Palo Duro Canyon a couple of times with Region V. It was nice and in those early years of my life it was just another hole in the ground; just another field trip.

But in the last six years I've found my peace outdoors in nature. I have learned to be humbled in life by the magnificence of nature and its strong hold to survive the storms that test it. As much as the mountains bring me to life and play; I find my greatest peace among red rocks and canyons. One of my most amazing canyon trips was to backpack the Grand Canyon in 1999. To walk back in time through the rocks millions of years is mind boggling. However, it also took out my knees and three surgeries later I know the next time I see the Canyon will be from the top. But, in some ways Palo Duro Canyon is the next best thing. So I am more than excited to have a chance to hike into the canyon with guides to share their geologic and historic knowledge of the area.

But an even more exciting aspect of Palo Duro Canyon that I'm looking forward to is the influence it had on Georgia O'Keefe in her earlier years. I became fascinated in the many aspects of Georgia O'Keefe when I first went through the museum in Santa Fe (which if you have never been it's a must!). Touring the museum, reading the placards on the walls with her philosophy of art and life intermingled with her amazing paintings takes her from a one dimensional artist who saw the landscape of the world through her unique perception to a multi-dimensional woman who not only saw the world differently but felt it and experienced it differently.

Ms. O'Keefe actually began a career as a teacher at West Texas State Normal College (now West Texas A&M) in Canyon, Texas. While she had begun painting many years before in Wisconsin and then Chicago and New York City, she never felt she found her niche in the city. And true to her artistic temperament refused to paint what was demanded for a successful artist in those days. She had a style that didn't blend in and a desire to create her own vision. Not long after she arrived in Canyon, O'Keefe wrote to a friend: "Last night I couldn't sleep till after 4 in the morning - I had been out to the canyon all afternoon - till late at night - wonderful color - I wish I could tell you how big - and with the night the colors deeper and darker ... I'm so glad I'm out here - I can't tell you how much I like it." The rocks and the open west spoke to her.

She would shift between the big cities of the East and the grand expanse of the West that lured her soul for several years. Beginning in 1929 she would alternate between her beloved Santa Fe and New York City where she lived with her husband and renowned photographer Alfred Stieglitz. When Mr. Stieglitz died in 1949 she moved to Santa Fe permanently.

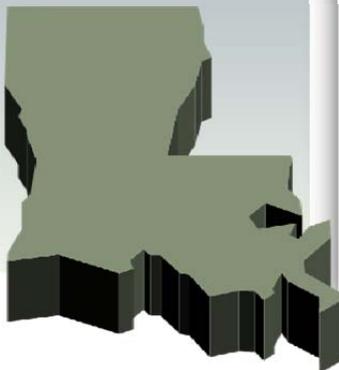
So if you are on the bubble of whether to attend the Region V Meeting GO if for no other reason than to hear about the rich geology of the area and to see where Georgia O'Keefe found her soul and began her career as the greatest female artist.

You're Invited (cont.)

THINKING ABOUT CONVENTION...

In 1823, the Louisiana legislature divided St. Martin parish and created Lafayette Parish.^[6] The parish name *Lafayette* was chosen due to the enthusiasm of General Lafayette's visit to the United States. However, the city's name remained Vermilionville due to the fact that the name "Lafayette" was already given to a suburb of New Orleans. Eventually, in 1884, the suburb was incorporated into New Orleans and Vermilionville became Lafayette.

~courtesy of Wikipedia.org



REGION V CLUBS

invite you to attend
the 2015 ADDC CONVENTION



to be held at

The Overton Hotel & Convention Center

Lubbock, Texas

September 16-20, 2015

Desk and Derrick Room Rate \$139 + tax (Single, Double, Triple, Quad)

Call 1-806-776-7000 or www.overtonhotel.com for reservations.



Things to Ponder

5 WAYS YOUR PHONE WILL CHANGE YOUR LIFE OVER THE NEXT DECADE

JANUARY 30, 2014
BY DANIEL BURRUS

No one can deny that the smart phone has revolutionized our personal and professional lives. More than just a phone, they are powerful, networked multimedia computers that we carry with us every day. And, over the next 10 years, they'll get far more advanced, transforming every business process including how we sell, communicate, collaborate, train, and educate. Following are some key developments to be on the lookout for over the next decade.



1. Your phone will be your personal assistant. The introduction of Apple's Siri (an intelligent e-agent) gave us a taste of how advanced our phones could be. As Siri-like agents rapidly advance, they will turn into personal assistants, searching the web for you and delivering focused, highly relevant information based on how well it knows you. In other words, your phone will know your preferences, likes, and needs and will automatically compile, present, and share what's pertinent to you. Additionally, forget just talking to a faceless voice. Your intelligent e-agent will have a face when you are looking at the screen and a personality that you choose. You'll even see celebrities and cartoon characters licensing the rights to their digital likeness and personality to be used as intelligent e-agents for both adults and children.

2. Many smartphones won't have a screen. The traditional smart phone with a screen will not go away, but you will have an option for a screen-less smart phone. This will be a very popular and highly adopted smart phone because without the screen, you get rid of much of the need for a big battery. Think of the screen-less smart phone like the little piece of jewelry people wore on the old Star Trek TV show. The screen-less smart phone will be touch and voice activated. When you tap it, you'll be connected to your intelligent e-agent, which is part of a super computer in the cloud. Whatever you need, your intelligent e-agent will be able to verbally give you the information, such as turn-by-turn directions, reading your email, etc.

3. Augmented reality will make life easier. With augmented reality (AR), you use your smartphone camera to see a live image of a scene in front of you, and an AR app will overlay on the screen pertinent details about the image. For example, you can activate the AR app and using your phone's camera, point the camera to a far off mountain range, and text will overlay onto the image indicating the name of the mountains, their elevation, typical fauna, etc. How does it do this? The app uses the device's GPS, digital compass, and motion sensors to detect where you're pointing the camera. But it goes much further. Imagine walking down a busy shopping district looking for a shoe store that sells a particular brand. With AR, you could tell your phone what you want and then pan your phone's camera down the street. The name of each store and what brands they sell will appear on your screen, overlaid on the image of the street. Even better, this technology could also be used inside large stores to help you find specific items.

Things to Ponder (cont.)

5 WAYS YOUR PHONE WILL CHANGE YOUR LIFE OVER THE NEXT DECADE (CONT.)

4. Your smart phone will have a 3D display and a 3D web browser ... and you won't need special glasses to view it. Instead of just viewing web pages on your smart phone, you'll be able to go into environments (or stores or showrooms) and maneuver around in them, just as you do on devices like the Xbox. Alternatively, you'll be able to see things sticking out from the screen, again without the special glasses. The 3D web on your smart phone will be a game-changer for business.

5. Your smart phone will increasingly become your wallet. Our wallets are switching from being leather to being phone-based. That means we will use cash and physical credit cards less often and instead make purchases using our smart phones. This makes security even more important. Currently, we do have near-field communications (NFC) chips taking hold in smart phones. These chips can help to speed a transaction when you're buying something. You just get your smart phone close to a cash register that's equipped with a NFC reader and you can do the transaction. In addition, we're going to be increasingly using biometrics to ensure who you are. This will include having fingerprint readers like the latest iPhone, audio analysis of your voice, and facial recognition features in phones. By using all these things together—your fingerprint, voice, and face—your phone will provide a secure payment method.

This is just a small sampling of what we'll see for future smart phone technology. All of these advancements are in their early stages today. So keep in mind that if it can be done, it will be done. The question is, *who will be first?*

DANIEL BURRUS is considered one of the world's leading technology forecasters and innovation experts, and is the founder and CEO of Burrus Research, a research and consulting firm that monitors global advancements in technology driven trends to help clients understand how technological, social and business forces are converging to create enormous untapped opportunities. He is the author of six books including The New York Times best seller *Flash Foresight*.



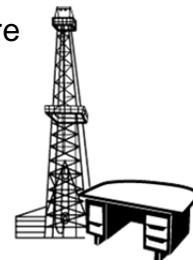
The Desk and Derrick Journal - DDJ

Deadline for Submission of articles for publication
July 1st
October 15th

Check your mailing address for accuracy to insure
prompt delivery of your Journal



Submit articles for publications to
Diana Walker dwalker@sjoc.net
Audra Horton grcabilene@midlandmap.com



Breaktime

Desk and Derrick Awareness Month

Look in all directions to find these words!



ABBREVIATOR – Desk and Derrick publication of abbreviations used in the energy industries.

AIMEE – Award in Maintaining Energy Excellence. This award is given at a regional and association level every year for several categories.

AWARENESSMONTH – March is Desk and Derrick Awareness Month.

BITOFFUN – Name of coloring books the association publishes so you can purchase and educate children with.

DSA – Distinguished Service Award

EDUCATION – One of the purposes of ADDC.

JOURNAL – Current quarterly publication for ADDC.

GREATERKNOWLEDGE – Part of our motto.

GREATERSERVICE – Part of our motto.

INEZAWTYSHAFFER – Founder of the Desk and Derrick Clubs. In 1949, the cocktail party she suggested (and sponsored by her company) which included 79 women from 19 different oil companies in New Orleans eventually was called “Desk and Derrick Club”. The first year had approximately 300 members.

INSIGHT – Name of monthly association newsletter.

OILANDGAL – Original name of the publication for ADDC.

PROFESSIONAL – One of the purposes of ADDC.

POSITIVEIMAGE – Part of our mission statement.

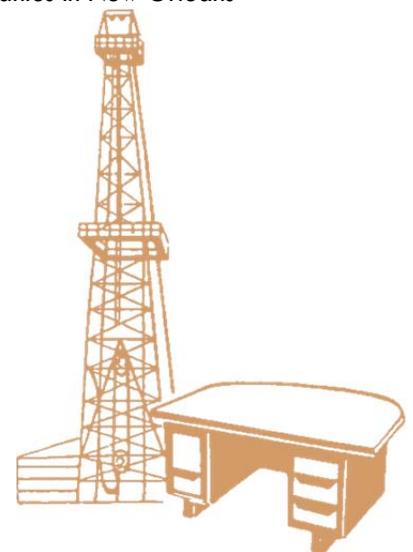
REGIONALCONVENTIONS – Each region has a convention annually at a different location, usually in April and May.

REGIONDIRECTOR – Person who helps clubs at regional level.

REGIONS – We currently have 7 regions in Canada and the US.

SSA – Special Achievement Award

SIXTYTHREE – Number of years ADDC has been of service to its members and industries.



Updates from the Committee Chair...

...2014 ADDC Contest



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REGION IV DIRECTOR

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Philana Thompson
Merrion Oil & Gas

REGION VI DIRECTOR

Abby Johnson
Frontier El Dorado Refining LLC

REGION VII DIRECTOR

Christina Forth-Matthews
AOG International

Judi Adams
2014 ADDC Contest
Committee Co-Chairman

dandd.judi@gmail.com

Dear Fellow ADDC Members,

Soon, the Region Meetings will begin and you will hear the results of this year's AIMEE Contest judging at the regional level. Your Region Representative will make the presentations at your region's awards event. The 1st place winners from each region will be judged again and the winners will be announced at the Member Recognition Luncheon at the ADDC Convention.

As your club goes through this year with the many meetings, field trips, seminars, and bulletins that make up your educational journey, I'd like to remind you of the rules for the Contest.

First and foremost, remember to use only the current version of the entry forms and be sure to include the Official Entry Form, signed by your club president. At this time, you can refer to the current form for general guidance, and the 2015 forms and instructions should be available shortly after Convention in Lafayette.

Read the instructions. It is important that your club follow all instructions – or your entry (or portions of it) may be disqualified.

When you are preparing write-ups of your club's meetings, field trips and seminars remember that these write-ups are not eligible for entry in the Best Industry Article category. Unfortunately, two clubs had this year's entries disqualified because they overlooked that stipulation.

Also, last year, the photography contest (WIPC) was rolled into the AIMEE Contest and only Energy Industry related photographs are eligible for entry. The time frame for photos will be the same as for all Contest entries: December 1, 2013 through November 30, 2014.

PLEASE, READ THE INSTRUCTIONS – they make the jobs of the person(s) putting the entries, the Contest Committee members, and the judges easier. And, it reduces the likelihood of an entry being disqualified.

Please feel free to contact me (preferably via e-mail – dandd.judi@gmail.com) with any questions,

Judi Adams

Cc: Lori Landry, Marilyn Marshall

**Regional AIMEE Award
results coming up!**

Updates from the Committee Chair...(cont.)

...ADDC Foundation



A 501 (c) (3) non-profit
educational organization

Theresa Adams
Chair

Sue Carscadden
Vice Chair

Maureen McClean
Secretary

Judi Adams
Treasurer

Debi Baiamonte
Trustee

Misty Hendricks
Trustee

Sharon Hiss
Trustee

Website:
www.addcfoundation.org

Theresa Adams
4840 Hwy 22
Apt. 410
Mandeville, LA 70471
February 2014

Dear ADDC Members:

The Trustees of the ADDC Foundation send our appreciation to all of you for your outpouring of support to the Foundation in memory of Liz Pav.

Contributions in memory of Liz:

Bonnie Fish, Linda Krech, Michelle Swaney, Val Blanchard, Lori Landry, Debi Baiamonte, Dianne Badeaux, Kathy Gowland, Johanna Lae, Libby Dudley, Westbank Club, ADDC, Delisa Swanson and Employer Match, Bartlesville Club, and Lafayette Club.

Other Contributions:

Olney Club – Honor of Mary Bangert
Bartlesville Club – General Donation
NHMC Club – Memory of Marilyn Jean Hiatt
Dorothy Semon – Honor of Dorothy Dishman
Wichita Club – Honor of Eddie Bannias
2013 Convention – Honor of Jim Wright, Ryan Morgan, Timothy McKeen, Brian Hopkins, Kyle Janik, Jeremy Kelso, Fred Shato, and Robert Eckles
Abilene Club – Honor of Speakers
Laurel Club – Honor of Tammy Daniels
NHMC – General Donation
ADDC - Honor of Convention Speakers
Red River Club – Honor of Speakers
Red River Club – Honor of Members

Thank you all for your generous contributions!

The Foundation website has been updated and we hope you will all visit the site. Thanks again to Judi Adams! You will find detailed information about the Foundation, contact info for the Trustees, Contribution Form, Regional Grant Request Form, and other important information.

www.addcfoundation.org

As always, we appreciate your continued support.

Theresa

Updates from the Committee Chair...(cont.)

...Public Relations Committee

Public Relations Committee PROMOTING AWARDS

Distinguish Service Award

The Distinguished Service Award may be presented to individuals (a Desk and Derrick member or a non-member) recognized for outstanding service to the petroleum, energy and allied industries and or the Association.

To qualify outstanding service must:

The service must widely benefit the petroleum, energy, or allied industries and /or the Association. The contribution must be well known and or merit recognition that is through individual effort or knowledge. Services should benefit public relations, education, or another field. Service may include; an invention, improvement of equipment, tools, methods or procedures and or a research project resulting in extensive benefits.

This award can be granted to an ADDC member or a non-member.

Special Achievement Award

A Special Achievement Award may be given to a club, a club member or a committee within the Association of Desk and Derrick Clubs for an outstanding contribution to the Association in the form of a program, project or an individual accomplishment which benefits the Association and furthers its educational purpose.

Clubs:

Has your club been involved with a Special Project, a Seminar and or Workshop?

1. What was the educational benefit to the Association?
2. What was the purpose and result?
3. How much time and effort was spent and the level of member participation?

Was the special project open to the public or community, to better understand what Desk and Derrick offers, our purpose, our educational value and our relationship to the petroleum, energy and allied industries? Involving the public is a benefit to the Association. The use of media tools that reaches into communities and the public eye are a benefit to the Association.

Updates from the Committee Chair...(cont.)

...Public Relations Committee (cont.)

Public Relations Committee **PROMOTING AWARDS**

Special Achievement Award

Club Member:

Specific achievement benefiting the Association.

1. Member club experience; years of membership, committees chaired, offices held, participation in special club projects.
2. Association experience; committees chaired or served on, office (s) held, attendance of region meetings and conventions, participated in Association special projects.

Committees:

Special projects

1. Educational benefit to the Association.
2. Description of project (purpose and results)
3. Description of project (time and effort spent, level of participation by the chairperson and or committee members.

Seminars and workshops

1. Educational benefit of the Association
2. Description of seminar or workshop (subject covered, responses, comments of participates / instructors.
3. Description of preparation time, attendance level of participation by members, for the seminar or workshop.

Begin early collecting information pertaining to an individuals achievements, a club's projects or a committee's efforts, when considering nomination for either award. It is a very time consuming process to write up the nomination. It is recommended to review the requirements of the guidelines often to make sure ALL requirements have been met and or accomplishments are clearly clarified.

When in doubt ASK questions. The PR Chairperson and or the Region Representatives will be more than happy to answer your questions.

Updates from the Committee Chair...(cont.)

...Rules Committee



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Philana Thompson
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Abby Johnson
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REGION VII DIRECTOR
Christina Forth-Matthews
AOG International

Val Blanchard
Rules Committee

Perry Flying Center Inc.
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(985) 395-5648 F
(985) 397-0988 C

v.mullen.pfc@glacoxmail.com (o)
v.blanchard@perryflyingcenter.com (o)

February 28, 2014

TO: ADDC Board of Directors, Region Directors and Association Members

The 2014 Rules Committee received six proposed amendments from the ADDC Board to be voted on at the 2014 Convention to be held in Lafayette, LA in September.

Please come prepared to discuss and handle all business that may be presented during the business session. Each region representative will give a report at their respective meetings detailing items you will need to have with you at Convention.

It has been a pleasure serving our Association on this committee.

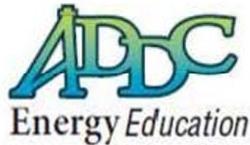
See you in Lafayette, LA!!

Val Blanchard
2014 ADDC Rules Chairman

*We have proposed
Amendments*

Updates from the Committee Chair...(cont.)

...Trade Show Committee



TRADE SHOW COMMITTEE

Judi Adams
Co-Chair

Sharon Hiss
Co-Chair

Region VI
Aleata LeMaire
North Harris Montgomery

Region VI
Gay Wheeler
Bartlesville Club



Judi Adams
Trade Show Co-Chairman

dandd.judi@gmail.com

Sharon Hiss
Trade Show Co-Chairman

Shiss@greatbend.com

March 1, 2014

Dear Members,

Happy Desk and Derrick Awareness Month!

It certainly has been a COLD winter for most everyone. The hot spot has been promoting Desk and Derrick at trade shows. All that energy is keeping everyone warm and our tank is running over with enthusiasm.

There has been a lot of interest this year to expand to other trade shows and conferences. Yeah, for Desk and Derrick... Everyone is going to know who we are and see our educational image.

What a huge success the NAPE Winter show was. Many were familiar with Desk and Derrick, while others were interested in learning and possibly joining. Many thanks to Donnisha and Kim of the Houston Club. All your hard work was rewarded with many contacts and promoting Desk and Derrick.

I would encourage clubs that would like to use the ADDC Banner, table cloth, pop-up banners and other materials to contact ADO several months in advance so there are not conflicts with receiving the materials you are needing. This will also give Andre' time to put supplies together and have them ready to ship, so you can receive them in advance. Please copy myself and Judi Adams so we can help keep track of the shows.

If there is a show in your area and your club would like to show off Desk and Derrick to the public, just mention we are non-profit and more than likely you can get a cut rate or a booth at no expense.

If you have ideas or suggestions, please tell the committee so we can work together and accomplish our goals.

The Trade Show Committee is working closely with the Public Relations Committee this year, because both are working towards Greater promoting Desk and Derrick.

Sharon Hiss
ADDC Trade Show Co-Chairman

**Contact Andre' for ADDC
Banners & materials**

2014 Proposed Amendments

Proposed Amendment #1

Amend Article V – Association Membership, Section 2, by striking the word “meetings” between the words “program” and “devoted” in the first paragraph and inserting the following words.

“presentations at membership meetings, field trips or seminars”

Article V – Association Membership

Section 2.

Now Reads:

The purpose of the Association shall be accomplished by program meetings devoted to subjects directly related to or concerned with the petroleum, energy, and allied industries.

Amend to Read:

The purpose of the Association shall be accomplished by program presentations at membership meetings, field trips or seminars devoted to subjects directly related to or concerned with the petroleum, energy, and allied industries.

If this amendment passes the wording in paragraph 2 will be changed to reflect the amendment, replacing the word “meetings” with the word “presentations”.

Now Reads:

Each club shall schedule a minimum of nine educational program meetings a year, six of which must be directly related to these industries. The remaining program meetings may be on Desk and Derrick orientation, socio-economic responsibilities or professional self-development.

Amend to Read:

Each club shall schedule a minimum of nine educational program presentations a year, six of which must be directly related to these industries. The remaining presentations may be on Desk and Derrick orientation, socio-economic responsibilities or professional self-development.

Rationale: ADDC requires its clubs to hold 9 educational programs every year, six of which are required to be industry related. In the past several years, clubs have questioned whether a “field trip” should count towards the “program” requirement. If a club organizes and then takes a field trip, that field trip has educational content just as a video tape or speaker would. The “field trip” would count toward the “nine program” requirement but would be separate for contest.

Proposed by: **ADDC Board of Directors**

ADDC Board of Directors 12 For ___ Against 1 Abstain

Rules Committee 6 For 1 Against ___ Abstain

Comments For: It is becoming more and more difficult to find speakers for some clubs, especially in small towns. Counting field trips as educational presentation would increase scope and range of potential education. If we allow videos then why would we not allow field trips as one of the 6 educational presentations? It should not matter how the education is obtained. The learning is the goal and meets our purpose. The AIMEE contest is secondary and the criteria can be adjusted as needed. In regard to the second amendment to read as “Each club shall schedule a minimum, of nine educational program presentations a year,” I believe it should be further modified to include and read “nine educational program presentations, field trips or seminars...”

2014 Proposed Amendments (cont.)

Comments Against:

Proposed Amendment #2

Amend Article V – Association Membership, Section 7 by striking it in its entirety.

Now Reads:

The Association may present a Distinguished Service Award in recognition of outstanding service to the petroleum, energy, and allied industries and/or to the Association. Nominations for a Distinguished Service Award shall be made by a club through the Association Board of Directors and shall be conferred by two-thirds affirmative vote of the clubs.

Amend to Read:

Rationale:

After reviewing the comments submitted by the Public Relations Committee, the ADDC Board decided the committee had a valid request concerning the process involved in regards to determining the recipient(s) of the Distinguished Service Award. The voting process will be clearly defined in the committee's guidelines.

The Public Relations Committee strongly feels the task to have the entire member clubs vote on this award would be ever time consuming and if the majority votes were not received by the deadline, there could be a possibility that an award could not be granted. It was a huge undertaking for a committee of 5 last year to render a decision to recommend to the ADDC Board. We believe this is an older portion of the Bylaws and needs to be updated. Therefore we would ask the ADDC Board to discuss the removal of Section 7 completely, as it is the only award included in our Bylaws.

Proposed by: ADDC Board of Directors

ADDC Board of Directors 12 For ___ Against 1 Abstain

Rules Committee 5 For 2 Against ___ Abstain

Comments For: Yes, when you have to wait for all of the clubs to vote chances are there are going to be individuals that deserve the award and will not receive it because someone did not meet deadlines. I believe this section is outdated. Timing is the big issue, because it would have to be sent out early enough so that clubs can take it to their membership at a monthly meeting or email it out to members. I fear we would have a lot of abstaining votes and the award would eventually die out. I would agree that it would save time.

Comments Against: It would be wonderful for the Association to recognize outstanding service within our industry and therefore, am against the removal of this Section without details of how the Association could accomplish such outside of its inclusion in the Bylaws.

Proposed Amendment #3

Amend Article XII – Committees, Section 3 (d) by adding the following sentence.

The committee shall assist in coordinating representation at industry related exhibitions (trade shows).

Now Reads:

(d) The Public Relations Committee shall determine methods of informing the general public of the aims, activities and accomplishments of the Association of Desk and Derrick Clubs and shall prepare publicity statements for release.

2014 Proposed Amendments (cont.)

Amend to read:

(d) The Public Relations Committee shall determine methods of informing the general public of the aims, activities and accomplishments of the Association of Desk and Derrick Clubs and shall prepare publicity statements for release. The committee shall assist in coordinating representation at industry related exhibitions (trade shows).

Rationale:

In 2012 the ADDC Board of Directors assigned the Long Range Planning Committee (LRP) the responsibility of analyzing the duties of all committees and make recommendations in regards to combining committees. One of the recommendations from the LRP committee was to combine the public relations committee and the tradeshow committee. The 2014 ADDC Board decided this was a viable request since both committees serve the same purpose.

Proposed by: ADDC Board of Directors

ADDC Board of Directors 12 For ___ Against 1 Abstain

Rules Committee 7 For ___ Against ___ Abstain

Comments For: With it becoming more and more difficult to fill committee positions, combining these committees make sense. The objectives of both committees are the same, to heighten the public’s awareness about the ADDC. I agree with the rationale already proposed. Combining the two committees would appear to help accomplish similar activities. We are publicizing Desk and Derrick by participating in trade show events so it makes since for these committees to be one.

Comments Against:



About Our Association

2014 ADDC Board of Directors

President	Linda Rodgers	lindar@pescoinc.biz
President Elect	Lori Landry	llandry@beanresources.com
Vice President	Connie Harrison	connie.harrison@valero.com
Secretary	Barbara Pappas	barbara@cobraogc.com
Treasurer	Maggi Franks	maggi@promosolver.com
Imm. Past President	Marilyn Carter	marilyn.carter@cnrl.com
Executive Assistant	Elaine McDowell	elainemc12@aol.com
Parliamentarian	Sheryl Minear, RP	sheryl@sojodrilling.com

Our Motto, Purpose and Mission

MOTTO

Greater Knowledge ~ Greater Service

PURPOSE

The purpose of this club shall be to promote the education and professional development of individuals employed in or affiliated with the petroleum, energy and allied industries and to educate the general public about these industries.

MISSION STATEMENT

To enhance and foster a positive image to the global community by promoting the contributions of the petroleum, energy and allied industries through education, by using all resources available.

