

## **ADDC Candidates' Caucus Question**

### **Question: What is your vision for the Association?**

**Answer:** I personally believe the vision of the Association will remain the same, educating its members, but I also believe the “way” the Association educates its membership should and will change. The Association has seen membership increase and decrease over the years just as the energy industry has seen its ups and downs. I envision an Association that offers its membership opportunities to educate oneself via digital means. As we have regional and annual conference meetings in a brick and mortar atmosphere, we also need to offer these meetings online as well. Recent changes in the way we live and work have shown it is possible to have webinars and Zoom meetings. It will take logistics to get the certification courses offered online but it is possible! This will enable members who may not be able to attend the regional and/or annual conference due to work or personal restrictions to be a viable member in the Association. Inez Awty Shaffer developed an idea which became Desk and Derrick. She started with zero and worked from the ground up. We need to take Inez’s vision to a higher level. We can accomplish this by working together as a team to develop educational opportunities for “all” its members. It is imperative for the Association to provide digital means for its membership to continue to strengthen through the years. The Association was founded on Greater Knowledge ~ Greater Service and by providing the membership every opportunity to gain knowledge, they will in turn become better employees for their companies and our Association.

Respectfully submitted,

Barbara Pappas – Candidate for Treasurer

Connie Bass

### ADDC of the Future

You may ask where is the need of an organization to encourage people to learn about the oil and gas and related industry, well you need only look around and see all the things affected by all of these industries. We must realize that the industry is the heart of our association and we need to strengthen this body in order to make a difference. I see the ADDC of the past and believe that we must not forget where we started but build on what we have. Club participation and community involvement is the only way we can succeed in keeping everything intact. Every current member must put themselves out there and make contact with others in the industry and even those who simply want to learn. With today's struggles it is hard to see how this great group can grow but as it has always been in the past this too shall pass. WE must work together as one unit and not as a group of MEs. The goal for the future of the ADDC is to maintain what we are and grow from there.

Evelyn Green  
2020 President Elect

2021 Candidates Caucus

***What is your vision for the Association?***

This has been a devastating year for all of us. First the virus hit that caused a trickledown effect and downturn of our industry. This contributed to our Association being hit hard by some members being laid off, companies no longer supporting members and/or members who have gone on to do other things.

In 2021 we will celebrate our 69 Anniversary. As the ADDC President, my vision is to work hard so that our Association fulfills its purpose to all members, ***“Greater Knowledge – Greater Service”***. We, as an Association, have to continue to provide education through seminars, field trips as well as monthly meetings with industry speakers. Education is a powerful and important tool. We each need to listen and learn.

The dream of forming an Association back in 1951, is still a viable investment and work in progress today. Through listening to members and seeing exactly what their vision is for the future, we can accomplish anything and everything.

I will always be the best that I can be, as those before me have done. No one person can accomplish everything by themselves – it takes an army working together. So, I ask each of you to join the army and always be the best we can be!

Maggi Franks  
Candidate for 2021 Treasurer

Question: What is your vision for the Association?

Helen Keller said, "The only thing worse than being blind is having sight but no vision."

I would love to see the Association return to its heyday, be a premier educational organization in the energy industries as our purpose states. How do we do this? We need to reevaluate how we serve our members, our employers, and our communities. We need to research not only our current demographics, but the demographics of the community we are trying to reach. Then we need to figure out a marketing strategy to reach our target group.

In the past we have tried both using a marketing firm and relying on members to spread the word. In the past decade, neither has seen great success. We need to form a strong marketing committee. This committee needs to be formed of members who have strong sales, marketing, and strategic planning backgrounds. Again, a study of our current demographics would help us do that. One way we can start reaching a broader base for our membership is to rethink how our clubs' function.

ADDC has offered many a diverse education about the energy industries. And though seminars, meetings and townhalls worked in the past, we need to offer the benefits of our organization in a more modern format. Everyone talks of the new normal. Schools, churches, and other organizations offer their services through online platforms such as Zoom, and Facetime. Now is the time to embrace these venues. Not only will this give our current members the ability to keep in touch with the current status of the Association, but by offering these platforms to the public we will reach a broader scope of potential members.

What is your vision for the Association?

The world is rapidly changing, during COVID even more so. With COVID the goal is to flatten the curve, with ADDC it will be important to stay on top of the curve. Adapting to our changing environment and fulfilling the ADDC purpose will be the key to our future. Creating a bigger return on the members investment in ADDC will help in retaining members. Members who are excited and sharing the value of that investment draws in other potential members. We need to be resourceful and find new innovative ways to strengthen our members investment in this organization. Technology, education, certification, and personal/professional development will all be key visions for ADDC.

Utilizing today's technological advances to broadcast club meetings, regional meetings and conventions is one option. Educational presentations can now be recorded and/or offered live virtually, this is something the association should expand on. Another option is to provide the opportunity to attend a certification seminar virtually, this has already been done for one region and plans are in the works to host one that would have been held at convention.

The certification program was started to further our members knowledge about the oil and gas industry. The education/certification committee is working on expanding curriculum to include renewable energy topics. It will be up to ADDC leadership to ensure that these continuous process improvements are supported, encouraged and that we are always building and growing.

One of the most important goals for all leadership will be maintaining transparency, sharing the goals and visions and making sure membership is on the same road. I want members to be informed, this is our organization. If members are not clear on the path forward or what the vision is they will lose interest and thus participation will decline. Involving the members and communicating with them these key visions will be my goals for not only my potential path on the ADDC board, but as a fellow member of this organization.

Thank you,

Philana Thompson

Farmington Club

What is my vision for the Association? I see that our membership will continue to decline or stay constant, however I feel that the members we have now are stronger and more committed than ever! We will have to find ways to integrate a virtual component for an undetermined amount of time. But I feel those components will stick going forward! Ultimately virtual options will help grow our membership. I know we are striving for more young professionals to become members. They do not like to be away from their families in the evenings or travel long distances. A virtual component would help give this group an option for becoming members while being at home for their kids. Also, I see us offering our seminars and speakers from Region Meeting and Convention virtually so that those not able to attend (or still are hesitant to travel) can participate and be educated. Therefore, bringing a higher participation of members in those meetings (currently we have around 10%).

The world and our way of life is changing daily. I think it would be difficult for me to estimate when it will be safe for 150+ people to gather safely. I think it is very important for us to get back to this in a safe way and continue to make connections as well as networking. I have talked to other members about what they see for the future and I think we all agree that new options will have to be made to fulfill our "Greater Knowledge, Greater Service" mission in these strange times. But I have faith and my vision is that these changes will only make us stronger and more viable. Our organization has made many other changes over the last few years and have done so with grace and professionalism. I do not see the decisions we will have to make in the coming years as changes but as "additions" to our great organization! Not worse, just different.

Wendy Sparks