On the way to Silverton, CO, Nell Lindenmeyer captures a beautiful autumn scene.
November 2014

Each time I attend Convention I come back with a renewed sense of commitment to Desk and Derrick; this year was no exception. By now, I hope that each of you has taken the opportunity to thank your employers for the time off from work and to discuss the many things you learned while at Convention. We can market Desk and Derrick by showing the many ways we are gaining greater knowledge of the energy and allied industries.

Speaking of marketing, Lori Landry and the 2015 ADDC Board will be looking into ways of increasing our marketing efforts. The lack of an effective marketing plan has been a consistent complaint from members over the past year. It will be exciting to see how we can increase our visibility to potential members and the general public.

This year’s Pre-Convention Board meeting was very interesting and informative. We spent several hours reviewing the reports submitted by various committees with the remainder of the day devoted to the strategic plan. There will be more to follow next month concerning the strategic plan. Below are some of the highlights from the Pre-Convention Board meeting:

- Ratified the list of ADDC and Convention Certificates of Deposits.
- Ratified the continued use of Arvest, Bank of America, and Chase banks as the ADDC financial institutions.
- Ratified continued use of Bank of America Easy Online Payroll System.
- Approved email votes taken by the 2014 ADDC Board since Budget & Planning Meeting.
- Approved recommendation of the Public Relations Committee to divide the Distinguished Service Award into two separate awards: one for Desk and Derrick Members and one for non-members, with a change to the names: Distinguished Member Service Award (Desk and Derrick member) and Distinguished Energy Service Award (non-member).
- Approved recommendation of the Public Relations Committee to divide the Special Achievement Award into three separate awards: one for Desk and Derrick Club Members, one for Desk and Derrick Clubs and one for Desk and Derrick Committees.
- Approved February 13, 2015 as the deadline for receiving proposed bylaw amendments by the Rules Committee.

Education is the cornerstone of ADDC and each year at Convention, the AIMEE (Achievement in Maintaining Energy Education) Awards are given to very deserving members who author letters and articles, organize meetings and seminars, etc. Congratulations to all members who participated with an AIMEE entry this year. Special acknowledgment to the following members who are recipients of this year’s 1st place AIMEE awards:
Volunteerism is so important to ADDC. This year, I recognized a few members who continually serve ADDC without any expectation of recognition or accolades. And while all members who donate their time are valued and honored, the following individuals consistently, year after year, provide extraordinary effort:

- Diane McKee, West Penn Energy Association Club, Region I
- Cheryle Miller, West Penn Energy Association Club, Region I
- Lynda Middle Calf, Olney Club, Region II
- Dorothy Semon, Red River Club, Region III
- Melinda Montgomery, North Harris Montgomery County Club, Region IV
- Norma Pratt, Amarillo Club, Region V
- Michelle Jenkins, Amarillo Club, Region V
- Sheryl Minear, Abilene Club, Region V
- Sharon Hiss, Great Bend Club, Region VI
- Jacki Grobin, Grand Prairie Club, Region VII

I’d like each member to take a challenge in the coming year: the “2015 Challenge”. It’s something all of us can do—what are we waiting for? I challenge each member to: 2 – recruit two new members; 0 – not lose a single existing member; 1 – donate one additional hour per month bettering the Association; 5 – positive interactions with others in the community regarding the energy industry or Desk and Derrick. If each member were to accept and meet this challenge this is what we will have accomplished by the end of 2015: over 6,600 members donating the equivalent of 12 full-time employees and 134,580 free advertisements.

In closing, I hope you remember to give thanks for the infinite blessings and bountiful harvest in your lives. Joy, happiness, health...all these and many more are my wishes for you! Happy Thanksgiving!

Linda Rodgers
November, 2014

Members of Region I,

We have had a surprisingly warm autumn this year and I hope you had the chance to get out in nature and enjoy God’s handiwork in the brilliance of the leaves and blue skies.

On October 16th four of us from Region I, including your RD Elect, travelled to Titusville for an informational meeting regarding the start-up of a club in this area. The Drake Well Museum was generous in not only providing the meeting space but they even let us go on a tour prior to the actual meeting. I gave a D&D presentation and fielded questions and we even had a reporter from the local newspaper who took pictures and made us front page news the next day! The next meeting will be in Meadville on November 11th so we are moving forward with this endeavor and are committed to making this come to fruition.

At Convention this year I discovered that Region VII had prepared a regional meeting manual to assist the clubs when they host a regional meeting. Region I has never had a document of their own to follow, so I have asked several of our members to assist with this project. Hopefully, we will have a working document by the end of November.

Even though Convention has come and gone it doesn’t mean that the Association Board of Directors is finished doing business for the year. We are still working behind the scenes and the enthusiasm of the 2014 Board is beyond description—always striving to make AADD better.

It will soon be time for election of officers in your clubs for 2015. Presidents, please remember that a new officer form needs to be completed and sent to myself, Penny Jacobs, RD Elect, as well as ADO. Being a club officer is a rewarding experience even though it does take some time and energy. A special thank you to everyone who volunteers to serve on a board and for stepping up and out of your comfort zones.

Don’t forget—December 15th is the due date for contest entries.

GO REGION I !!!!!!!!

APRIL
Dear Region II Members,

My thoughts are with you all as many of you begin the election process for your new years leadership. This should be a wonderful time to be a member of ADDC. The amount of knowledge and resources are never been better in our organization and it just keeps growing. You, as an active member will be a vital part of ensuring needs are met!

Right before the yearly annual meeting and convention of ADDC, Heartland Club took a look at ADDC membership and preliminary discoveries allow us to celebrate 755 companies who represent the Oil, Gas and Allied Energy Industry through membership in ADDC! That is something to celebrate indeed! We have something to offer the industry and must get the word out to industry leaders!

Here’s the breakdown that was discovered:
• 488 were oil and gas related
• 97 were involved in the allied industry through trucking, excavation etc.
• 73 were involved in allied industry through banking, accounting, consulting
• 24 in maintenance, repair, manufacturer of industrial machinery
• 24 in church, real estate, schools, library
• 16 in health, safety hospital, ambulance, etc.
• 14 in wind, solar, coal
• 10 in electrical companies
• 7 in telecommunication/promotional
• 2 (not sure where!)

In 2015 the club will look more closely at what those numbers mean and who those employers are. Another interesting point brought into question is where our retirees have moved and what opportunities are named or not named in their previous work place as well as in their time or work place available now. There seems to also be an opportunity to look more closely at those places of employment that don't look, to the naked eye, like an “allied” field and to see how we are connected, or at least how the membership sees the connection.

We are moving forward with open and honest conversation and I encourage you to use your voice and to also be willing to “hear” the other side in ways that benefit us all!

Stacy Tate
2014 Region II Director
November, 2014

Dear Region III Members,

The weather is crisp, foliage is beautiful and fall is in the air. November is a month of thanks and family and I am thankful for each of you. The encouragement and guidance I have received this year has been amazing. I have gotten to know so many wonderful people while serving on the ADDC Board that otherwise I would have just known by their names and faces in a crowd. The ADDC Board has worked hard to streamline and update all of the information on the ADDC Website. Take the time to look and browse on the web site and you will see that it a great learning tool.

Sometimes it is hard for us to step out of our comfort zones and volunteer. Believe me Region III Director was like stomping on my comfort zone but what I have learned and the friendship I have made is priceless. Val needs your help in filling some of the Region III Rep positions. The Rep jobs that are presently not filled are ADDC Manuals Review, Certification, Publications and Leadership Resources. Remember you will have an ADDC Committee Chairman that will guide you. This is a great way to learn more about the Association.

It is with a heavy heart that I inform the Region III members that effective December 31, 2014 the Houma Club will disband. The members of the Houma club have been viable members of Region III and ADDC and we are sad to lose them.

Till Next Month,

Sharon Blackwell

Quote of Month: “Surround yourself with the best people you can find, delegate authority, and don’t interfere.” Ronald Reagan
November 2014

The 63rd ADDC Convention in Lafayette, Louisiana has come and gone. The members of the Lafayette club are to be commended for a job well done in the well-organized, educational and fun experience enjoyed by over 350 members that attended.

The ADDC Board of Directors for 2015 are: President, Lori Landry; President Elect, Connie Harrison; Vice President, Maggie Franks; Secretary, Mark Loch; Treasurer, Christina Forth-Matthews; and Immediate Past President is Linda Rodgers along with the seven Region Directors. The 2015 Region IV Director is Cindy Miller of the Victoria Club.

Congratulations to all the AIMEE award winners at the convention level. Region IV winners are:

Industry Article: Ft. Worth, Lois Roberts & Vicki Newman - 1st place
Presidents Letter: Ft. Worth, Michaela Greer - 1st place
D&D Article: Ft. Worth, Lois Roberts - 3rd place
Industry Program: Victoria, Becky Perez - 2nd place
Industry Field Trip: Graham, Vickie Newell - 1st place

A Special Achievement Award for Special Committee was received by the Desk and Derrick Club of Graham's Speak Easy Committee. The committee presents a number of programs from Orientation Programs to Industry Banquet entertainment.

November is the month for clubs to elect the 2015 officers. When the new slate of officers are elected, please complete form ADO31 (New Club Officer Form) and send to the RD (perezr@petroleumcollege.com), RD Elect Cindy Miller (miller154@suddenlink.net) and ADO (ado@addc.org).

The deadline for the AIMEE entries for next year’s contest is December 15th. The updated entry form is on the website.

For those already filling in your 2015 calendar, the Region IV meeting is April 7-12 in San Antonio and the ADDC Convention is Sept 16-20 in Lubbock, TX hosted by Region V. Members will be staying at the Overton Hotel on Mac Davis Lane and rooms are $139 per night. Those that are looking farther down the line the 2016 Convention is in Denver, Colorado September 21-24 and the hotel is the Downtown Crowne Plaza with the cost of $169 per night. In 2017, all the Region IV clubs will host the Convention in San Antonio at the St. Anthony Hotel. I am sure that the GAC, Kathy Johnson, will be contacting everyone in the near future for help.

Becky
November 2014

Region V Members

I wanted to share with you the article I wrote for our local bulletin; it describes my journey as your Region V Director!

The Road to Lafayette Louisiana
When I began my journey to Lafayette little did I know what I had in store for my personal growth and development! I stepped out of my comfort zone at the encouragement of a great mentor and friend Nell Lindemeyer.

The journey begins at the beginning of 2014 at the budget and planning meeting in San Antonio, TX. What I thought I understood about Desk and Derrick was only the tip of the iceberg. We discussed our vision, mission and goals and what the true meaning of Desk and Derrick is and should be. The strategic goals that we discussed and began to implement were not put in place simply because one person felt like it. It was a very detailed process that included input from the entire board, which not only had the best interest of the Association, but the regions and clubs as well. I learned the value of listening to the input from each board member and viewing discussed items from a different perspective.

Next stop for me was the Region V meeting in Amarillo, Texas. I wanted to take some of the goals and implement them into the regional meeting. I provided more time for educational speakers and was sure to communicate the goals of the Association Board when it came to implementing changes, and that the purpose was to be transparent in the objectives. I learned from regional that by communicating effectively leaves less misunderstanding and a clear idea of what the “Big Picture” is.

Lafayette, Louisiana!! Here I stopped for the best of the best. The lesson here cannot be measured. First is the culture, from the food to the history of Lafayette, family being the center of everything, and when I say family I am not just speaking about immediate family, these folks consider everyone family. #ADDC2014, I learned how the Oil & Gas Industry ties into Lafayette and surrounding parish’s. The speakers, well let’s just say the speakers kept you on the edge of your seat waiting to hear more. One interesting speaker who has been described as “doing his own thing” was Fred Mills, I suggest going to YouTube and searching for Fred Mills, great entertainment. We had many great speakers, Scott Angelle, who just announced his candidacy for Louisiana Governor, our own Marylin Carter and my favorite Lafayette Parish President Joey Durel whose topic “Focus” hit home for me. He put a great spin on how we need to focus on the important aspects of our everyday lives.

Lastly I take away from convention the new friends I have made and building on the friendship I already created. I learned that you can mix Education and Fun, to “Focus” on the big picture, and don’t be afraid to ask questions and voice your concerns, suggestions or ideas. My journey is not over, every year being involved with Desk and Derrick leaves me thirsting for more knowledge and ADDC has not led me down the wrong path.

Friend and Mentor Nell Lindemeyer
2014 ADDC Ice Breaker

Philana Thompson
Region V Director
Dear Members,

Take time in November to pull out those goals that you set earlier this year and do the following:
1. Complete the task and check it off as accomplished.
2. Revised the goal to break it up in more attainable, smaller goals.
3. Set a new deadline to accomplish the goal.
4. Find others who also have the same goal and work together to complete the goal.
5. Reflect on the achievements you have reached to date, before you make new goals for 2015.

I am looking forward to visiting a few clubs in December and doing officer installations. Please take time to bring your concerns to Anna or myself when we come. I am finishing out the year with lots of emails from the board, with a few last business items that are keeping us busy.

It was a great experience serving Region VI as director; I would not trade it for anything. I want to thank everyone that helped me on my journey and I appreciate each and every one of you.

Abby Johnson
Region VI Director
November 2014

October has been a busy month and I believe November is going to be just as busy.

Grand Prairie Club arranged a field trip to Edmonton on October 4, 2014. They held a breakfast meeting at the Executive Inn in Nisku and I was honoured to be the guest speaker. Diane Zelaszek and Lynne Dunstan from the Edmonton Club also attended. It was a privilege to meet some of the new members. Following their meeting they were off to Leduc No. 1 to tour their facility. It was enlightening to hear their ideas on retaining membership and involve members for club participation. Great job!

I also had the privilege to be invited to Alberta Foothills IAN held at the Calgary Petroleum Club with the President of CAPP as their guest speaker. What a great way to promote Desk and Derrick. Well done event!

Reminder to start thinking about Contest for the AWEE’s - deadline is approaching on December 15, 2014. Please present your submissions on time.

The Association also has EAB’s (Energy Activity Books) for sale. If you are interested in purchasing please contact Donna Hayduk of the Edmonton Club or fill out the form on the ADDC website.

I would love to see more information in the DDI that reflects Region VII. Please share what is going on in your club - did you participate in a successful fundraiser, have a terrific field trip or speaker presenting a great topic etc. Please provide information to Linda Topper with the Alberta Foothills Club.

Just a quick reminder to send a copy of new officers form to the RD, RD elect, and ADDC. Thank you to those members who have put their name forward to run in the elections. Thank you to the nominating chairs as this is not always an easy job.

We are still working on getting our new Region Fund in place that will have bank accounts in Canada and USA. Once we have this completed we will be sending to Presidents to speak to their members to vote on a new Region Fund that will include the bank accounts.

Ready! Set! Go!
Christina

Up coming events for new year:
Regional Convention
Regina, Saskatchewan  May 20-24, 2015
Lubbock, Texas  Sept 16-19, 2015
November, 2014

Greetings!

It’s hard to believe that it’s November already. Truly this year has flown by.

Last month I listed a few items to consider as we enter into the final months of the year. In case you did not receive this information I would like to repeat a few of those items as well as list a couple of more.

1. New Member Applications are due by Nov 30th.
2. Please check the ADDC directories for your individual listing. Any corrections or updates are requested to be submitted to ADO as soon as possible.
3. If you have pictures or fun facts about ADDC and would like them posted on the ADDC Facebook page, please submit those to me via email. Because this is a public site know that consent of all parties represented in the photo is necessary.
4. New Member Packets have been sent out to every Club President for those Clubs receiving new members.

Thank you for your help this year in keeping our data consistent and current.

André Martin
Association of Desk and Derrick Clubs
Distribution Office Manager

Reminder: Please make sure you have the new ADDC address updated in your records. We are still receiving mail that has been sent to the old office location. Unfortunately this has taken onwards of 2+ weeks to get to the new office.
CONVENTION 2014 UPDATE

Written & Submitted by Natalie McClelland
Desk and Derrick Club of Buckeye

HIGHLIGHTS OF THE 2014 ADDC CONVENTION

Lafayette, Louisiana, was the site of the 63rd annual convention of the Association of Desk and Derrick Clubs (ADDC), where registrants convened from Sep. 24-27, 2014 for the annual business meeting, field trips, seminars and guest speakers. Members of the Findlay chapter attending were Carrie Harmon, Natalie McClelland, Candi Miller and Diane Wittler.

The conference kicked off on Wednesday, Sep. 24 with a variety of field trips. I visited a plantation-style home on the banks of the Bayou Teche built by David and Mary Weeks to learn about the history and culture of the area in the 1830s.

Lunch was hosted by Baker Hughes and held at their Broussard facility. Baker Hughes is one of the largest oilfield service companies in the world. Following lunch members were able to see, touch and ask questions about oilfield equipment on display, including a state-of-the-art wireline truck. The tour continued with an on-site laboratory and drilling services warehouse.
CONVENTION 2014 UPDATE (CONT.)

On Thursday I toured the Bristow facility in New Iberia. For more than 50 years Bristow has operated in North America, providing crew and transport services to offshore drilling rigs and production platforms in the Gulf of Mexico. Our visit included the hangar, parts area, flight following & scheduling room, and training center.

Following lunch we visited Safety & Training Consultants LLC, a SafeZone Company. We learned about water survival skills from trainers who demonstrated escape techniques after the helicopter they were in was submerged in a tank of water and rolled upside down. In addition to watching a fire safety video, we also learned how welding enclosures and helicopter baskets are used offshore. An evening networking event was held at Vermillionville where we learned about the history and culture of early Lafayette.
The official business session began on Friday featuring Ben Broussard with the Louisiana Oil and Gas Association (LOGA). Mr. Broussard reported on the state of the industry in Louisiana, noting the importance and benefits of shale plays. He likened natural gas to the industry as flour to a baker. Unfortunately, Louisiana has the second worst legal climate in the U.S. and currently has 386 lawsuits pending against the industry. He stressed education is everyone’s responsibility, noting the tremendous amount of support industry provides to families and communities.

Scott Angelle with the Louisiana Public Services Commission served as luncheon speaker. Mr. Angelle noted many changes in the oil industry over the years, ranging from scarcity and fear, to abundance and opportunity as a result of American ingenuity and exceptionalism. Mr. Angelle believes all forms of energy should be embraced, and cautioned the industry to stay focused and not take anything for granted.

After lunch a symposium entitled, “Today’s Energy is Tomorrow’s Future” featured Charlotte Batson, David Tilley, Jodie Connor and Greg Stutes. Topics included improved drilling techniques; advances in wireline logging; regulatory compliance and challenges; well completion growth areas; and the changing roles of women in the industry. Panelists agreed that all kinds of workers are needed including skilled labor, truck drivers and IT specialists in addition to petroleum engineers. They encouraged those looking for employment to research where current opportunities are present, apply themselves 100 percent, stay focused and work toward their goals.
The business session resumed on Saturday morning featuring Tracy Wirtz with KATC TV 3. Ms. Wirtz shared several tips on maintaining a good work/life balance including:

- Make lists with specific tasks that can be completed
- Keep things simple
- It’s OK to say “no” and suggest someone else who might be up for the task
- Define your talents and use them accordingly
- Don’t be afraid to ask for help
- Take ownership of your victories
- Be thankful every day

Awards were presented during a Member Recognition Luncheon, acknowledging individuals for their years of service and contributions to the industry, as well as awarding clubs for outstanding programs, field trips, seminars, newsletters, etc. I received a first place award as editor of our club bulletin, “Buckeye Energy News”.

The convention closed with a banquet featuring Senator Fred Mills as keynote speaker. Mr. Mills (known as T-Fred) is a banker and pharmacist who is well-known in the area for his humor and wit. He created the character, “Taunte Pills” while participating in a charity event and continued using this character in his local pharmacy ads. Mr. Mills shared numerous life stories and lessons learned.

Desk and Derrick members will reconvene next fall at the Overton Hotel & Conference Center in Lubbock, Texas for the 2015 annual meeting.
**Suggestion**

The discussion at Open Forum brought back a lot of memories and I have been thinking back to the late 1980’s, when I first became involved on the Association level with D&D. I do have a couple of opinions and suggestions for you, the Board and the ad hoc committee to consider.

As some of you already know, this is not a new problem. I was on the original ADDC committee formed in early 1990 (Name Change Feasibility Committee) which reported to the convention attendees in 1993 recommending no change at that time. We not only polled members, but we looked into the legal aspects and expenses of such a change for both the Association and the local clubs.

I have searched but I do not still have all the paperwork in my possession from that committee. (I’m a pack rat, but not that bad!!!) There are a couple of issues, though, that I do remember which might be of significance on the legal side and would be worth looking at before you start looking at new names. If I remember correctly, if we were to change our name drastically (I believe minor changes are allowed??), we would legally be “closing down and dissolving” the original organization, thereby invoking the dissolution clause we have since added to the bylaws. What we found in 1991 was that by changing the name we would close down the current and actually have to start a new organization from scratch. If this still holds, that would mean after paying all bills/debts, the monies would be dispersed as per the new dissolution clause and the new organization would, in effect, have to start from scratch with the IRS, etc. Again, some of these issues might have changed throughout the years, but I believe it should be addressed before you continue much further.

Unfortunately one of the major items that has not changed is our marketing. Even in the ‘90’s, the committee felt our biggest problem was the fact that we were not marketing ourselves properly and I still see that as one of our major hindrances today. I, personally, believe that a name is only as good as the members standing behind that name, so it probably really wouldn’t matter what we called ourselves as long as we have pride in our organization. If we don’t change our own attitudes towards ourselves, stand up for ourselves, and fight to remain an integral part of the industries we serve, we will eventually cease to exist.

I understand that some people see the word “club” and automatically think of social groups. But whether we use that word or another is of little consequence. If you really think “Club” is the problem, then drop it ... Desk and Derrick Association could work just as easily. Most of our members only refer to our organization as D&D or Desk and Derrick for the most part and rarely use the full name of the Association. A small change like this might be agreeable with the IRS and possibly would not involve quite as many legal ramifications? Something to look into.

Maybe we should try emphasizing to our members (even before trying it on the public) that we are a Business League, not a social group. Our IRS designation is 501 (c) 6 – Business League. How many of our members are actually aware of that designation? I have to admit, until I was on the Board and especially as Treasurer and President, I did not know nor understand the difference. IRS description: A business league is an association of persons having some common business interest, the purpose of which is to promote such common interest and not to engage in a regular business of a kind ordinarily carried on for profit. I have “bolded” the part of the description that I feel is most significant.
I also wish to weigh in on the suggested name of Energy Education Association. I do not think that name would work for us any better than ADDC. We are not a group of teachers, as the name would imply to most of the general public. I am more inclined to keep it in the D&D vein in some way because our organization, even more now than in the past, truly encompasses the idea of members ranging from the offices (desk) to the field techs (derrick). When we were first organized it was to help those in the offices understand more about what went on in their companies outside of their offices. Times have changed. We now have members that work in all aspects of the industry. We also have quite a few clubs in our organization that have tons of good will and name recognition within their respective communities and might be hard pressed to regain that trust and recognition with a radical change. You don’t want to have to re-invent the wheel, just upgrade to the sleeker model. Look to some of our companies for inspiration ... how they have moved with the times and worked to modernize their images. One example would be British Petroleum, which is now known as BP but has not forgotten their past as they have transitioned for the future.

Thank you letting me express my opinions.

Thanks,
Reginia Garner
Silver Oak Drilling, LLC

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.

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

Thank you to all that have contributed articles, items and ideas for the ADDC Insight.

~Helen Trujillo
Desk and Derrick Club of Farmington, NM
Please watch this recently released, hour-long video and see if you agree. [http://savethecountry.com/](http://savethecountry.com/) It is called “Recession: How the EPA is Destroying America.”

The documentary makes clear that the Green Movement is a “big business” not a “big cause.”

It is not only a big business for those directly involved in the Green Movement like solar and wind companies but it is also big business for the media; the politicians, their friends and their families; foreign countries; multi-national corporations (many of which brand themselves as American companies); and even American colleges and universities.

The American Competitionist, Don Blakenship started the web page “Save the Country” whose mission statement is stated clearly in their name. Their first priority is to convince people that this country is in need of being saved and their second is that it can be saved.

**YOU’RE INVITED**
I know many of you were unable to attend the 63rd Annual Convention of Desk and Derrick. I wanted to give you some highlights about the changes you will see taking place over the next few years. As we all know, change is not an option it is inevitable and from the feedback we heard at convention, the time is NOW for our association to make these changes and go forward.

Nell Lindenmeyers’ letter is published in the Gusher and speaks very well to what she gained from the Open Forum discussion. This is the viewpoint from a long time member and past ADDC president. I think you will find it very exciting and very thought provoking.

I wanted to follow that letter up with some things that the ADDC board has committed too for you the members.....

- The board opened up the discussion at convention about the name change (as you read in Nells’ letter) and we are committed to listening to the membership and doing what you elected us to do....lead this association into the future. But we, the board, cannot do this alone. We need members support!

What does that support look like?????

1. Attend meetings, field trips and participate when you are there (you will be surprised at how much you learn)
2. Chair committees, at the club level, regional level and association level (this is not scary as you will have many helping you and giving you guidance)
3. If you do not feel comfortable at first chairing a committee, step up and be a committee member......you have so much to contribute and you will take away so many new ideas.
4. Ask at least one non-member to every meeting (let them catch the fire and passion for this industry that all the members have)
5. Talk to you management about what Desk and Derrick has done for you and why it is important for you and your company to be involved as a member (bring your bosses to meetings with you)
6. BE AN ACTIVE MEMBER.....NOT A MEMBER ON PAPER!
ACTIVE MEMBERSHIP (CONT.)

AN OPEN LETTER (CONT.)

• The ADDC board will be hiring a Professional Marketing Firm to better market who we are and what we stand for. We have not done a good enough job of marketing ourselves and Now Is the Time for us to take action and move ADDC to the forefront of this industry and let others know that we are NOT a social club....we are a PROFESSIONAL ORGANIZATION and that we PROMOTE EDUCATION. Sadly we have not done a very good job with that these past few years. BUT THIS WILL CHANGE....!!!!!!!

• There will be other surveys.....not such long ones.....that will be coming, please take a few minutes to fill those out. This is how we find out what the membership wants and we can make sound decisions for our members.

• We are going to link our ADDC website to Oil and Gas Industry websites. Our webmaster will be working on this for us.

• We will be looking more closely at the membership guidelines and requirements as we need to get the word out to the Colleges for those students whose area of study is the Petroleum Industry. There is a whole avenue out there we have overlooked. The new marketing company (which we will be looking to hire) will be helping us with that aspect.

• We are going to be doing some internal marketing and posting a form letter on the website for clubs to send to former members to get them to come back to the meetings and rejoin.

• A Past Presidents Ad Hoc committee for 2015 has been formed with Past President Marilyn Carter as the chair, to research ways to move us forward....one possibility is to drop the word club from our vocabulary.....we would still use it in our logo...ADDC...but it would go unspoken.

• Looking at having an Ad Hoc committee for the 20-30 year old members to have them help find ways to bridge the gap and to speak to some new ideas for the upcoming years. This will also pave the way for future leaders of the Association.

These are just some of the ideas the Association Executive Board is and will be working on in the coming years. BUT we cannot do this without you.....the membership. It is up to each one of us to move this association forward and to keep it going and growing. The time is NOW and we must keep climbing to greater knowledge and greater education.

“DESK AND DERRICK IS A LIVING BREATHING ENTITY BECAUSE OF ALL OF YOU....YOU ARE ALL SPECIAL AND YOU BRING WONDERFUL TALENTS TO THIS ASSOCIATION AND TO THE WORLD”.

As they say, it takes a village, it really does take the members......please be that member.

Thank you for the privilege of serving you the members.

Connie J. Harrison
2015 ADDC President Elect
The Membership Committee this year brainstormed and questioned clubs on what they did to try to increase and retain membership. The committee also researched other non-profit organizations to see what worked for them. This letter provides information which consists of Part One of a Two Part series. We hope you and your club will find some of these suggestions to be helpful in retaining and increasing membership. As always, please feel free to contact me at bpappas1@ymail.com or your regional representative with feedback.

1. Exude a warm and welcoming attitude
   A warm and welcoming executive can translate into a warm and welcoming club. Your executive needs to take a pro-active approach in meeting and greeting potentially new members. The president, in fact, should stand at the door, and shake the hand of members and guests as they come in for your monthly meeting. It can be hard for people to walk into a roomful of people they don’t know. Introduce yourself, take an interest in them, and introduce them to other members.

2. Make everything you do a "media event"
   Now that digital cameras are so easy to use, take a picture at all your events - your keynote speaker at the monthly meeting, your new member inductions, when you meet with your politician - and send it to your local newspapers. Newspapers, especially weeklies, are always looking for items of local interest.

3. Want to get the media more interested in what you're doing?
   Invite a local journalist to speak at your meeting. When the club invited the assistant managing editor of the local newspaper, she not only spoke about her life in the media but also gave us tips for ways to get better media coverage. She also took the business cards of everyone there, and wrote profiles of several business-owning members.

4. Get to know your members
   Make sure your executive, including the Membership Secretary and her committee, makes a special effort to get to know each member by name. This can be a challenge, as your group grows, but it is essential. A member needs to feel that he or she is a valued part of the club, regardless of how much service or volunteers hours are contributed.

5. Set up a club website
   People increasingly expect an organization to have a website. Online search has become the most common and easiest way to research an organization for more information. You want to ensure that you are not missing out on valuable exposure online. Setting up a club website is also a valuable resource to your members, who need to find timely club information quickly and easily. A web based system such as ClubRunner makes it easy for your club to have a professional website in addition to communication tools, and is very affordable for non profits.
6. Get new members involved on committees and special projects
   Ensure that members are aware of what your committees are, and encourage them to get involved. A wide variety of skills and talents are needed to run a successful club, and everyone's contribution is needed. Use your club website to feature all the committees and what they do.

7. Have a membership contest!
   Any member who brings in a new member during the year has their name put into a hat. The drawing is held in April, and the winner gets their membership dues for the coming year reduced by half! There can be various takes on this - maybe the member who brings in the most members during the year gets a free membership the following year. The key issue is that your membership grows as a result of a collaborative effort.

8. Send postcards to local businesses
   Use postcards as a promotional tool. If you see an article in your local newspaper about a new business or about a person who has a special appointment or achievement, send them a postcard with congratulations and invite them to come to a meeting. Better yet, invite them to join the club. Many people might believe your club is exclusive and would find it a great honor.

9. Challenge every member to bring a friend to at least one meeting per month
   Ask one guest to provide a short comment toward the end of the meeting about what they thought about the meeting. This will give you a good indication whether they are a potential member. Sometimes they'll convince themselves to join right in the middle of their comments! Just make sure to tell the guest at the beginning of the meeting that these comments will be requested at the end so the guest is not caught off-guard.

10. Make use of other organizations in your community to "spread the word" about your club
    Service clubs, networking organizations, and professional associations are always looking for speakers. Most municipal councils are open to presentations by local non-profit organizations. Economic development organizations often organize conferences and one-day seminars where you might have an opportunity to speak to others about your organization.
I first started going to Desk and Derrick to support my wife...and to be honest, a great dinner at the Petroleum Club was a nice perk, too. After a short time I found the group to be very welcoming and warm. Then they asked me to become a member which I gladly did.

My wife had gone to a few conventions always coming home telling me stories of great times and wonderful new friendships. Earlier this year she was telling me of the upcoming convention, the dates etc. then she said “you are going, too”. Even I, not being the sharpest tack in the world, realized this was not a request but a mandate... LOL. I will tell you after going for the first time there won’t have to be a mandate, but more me begging to go again!

I can only try and paint a picture of the incredible experience I had at the convention. There was, of course, meeting a lot of new, wonderful people. The food was excellent and the field trips fun and educational! The speakers they brought in were very informative while keeping us laughing the whole time. I will never forget Politician Fred Mills Jr. known as “T” Fred (very funny..Check him out on YouTube). Also trading pins with other clubs was cool too. Our Cajun dinner/dance at Vermillionville was a blast!

It was at the Saturday luncheon when I came to a complete understanding of the value of the organization. The president was handing out certificates for members with 20 or more years. There were 92 in all! One lady was a member for 60 Years!! Afterwards I told Sue this organization HAS to be really special for that many people to belong for that long! That really impressed me.

After attending this year I came away with a new perspective and a strong desire to see our local chapter flourish! I encourage each of you to do what you can at the local level, and to attend the upcoming Regional Meeting, and, of course, give support to the upcoming International Convention to be held in San Antonio for 2017.

The next International Convention will be in Lubbock. If you have never been to one, do yourself a favor and go. It will be an experience you will never forget.

So what started off as just wanting to support my wife has grown to wanting to support an amazing organization!

Wishing you all the best in the New Year and thanking you in advance for your continued support of our club!

Mike Weaver
San Antonio Member
Dear ADDC Members:

At the annual ADDC Foundation Meeting, the trustees approved the following officers to serve from January 2015 through December 2016:

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
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<tbody>
<tr>
<td>Chair</td>
<td>Theresa Adams</td>
</tr>
<tr>
<td>Vice Chair</td>
<td>Sue Carscadden</td>
</tr>
<tr>
<td>Secretary</td>
<td>Maureen McClean</td>
</tr>
<tr>
<td>Treasurer</td>
<td>Judi Adams</td>
</tr>
</tbody>
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Congratulations to Natalie McClelland and Sheryl Minear! They were elected to serve as new trustees beginning in January 2015.

The ADDC Foundation was excited to support the Industry Symposium, “Today’s Energy is Tomorrow’s Future” during 2014 Convention in Lafayette.

We look forward to supporting future projects and/or activities presented by you - the ADDC Members. We also support educational projects created by other organizations and/or other individuals. Should you know of such a project in need of assistance, please have that person and/or organization complete a grant form. The forms can be found on our website: www.addcfoundation.org.

The trustees approved a new Contribution Form and a Certificate of Appreciation so that individual clubs can present or send a certificate to their speakers or other individuals they wish to honor with a contribution to the ADDC Foundation.

Of course, we can only continue to supply funding for projects, regional grants and symposiums through your contributions. We wish to thank the following contributors:

- Conoco/Phillips: Donation from Delisa Swanson (matching funds)
- Dorothy Semon: Honor of Linda Rodgers and Kathy Martin
- Misty Hendricks: Donation
- Region V Fund: Honor Region Speakers – Linda Rodgers and Marita Noon
- Angie B Rust: Donation
- Claudia Prather: Memory of Liz Pav and Bernice Wilson
- NHMC: Memory - father of Sharon Pierre

And as always, we appreciate your continued support.

Theresa

Thank you for supporting the ADDC Foundation
Dear Fellow ADDC Members,

On behalf of the 2014 ADDC Contest Committee, “thank you” to all of the entrants in this year’s ADDC AIMEE Contest and congratulations to the editors, authors, and coordinators of the entries that won the AIMEEs.

The judges’ evaluation forms are being sent out via “snail” mail to club presidents if they were not picked up at Convention following the Member Recognition Luncheon. Take a few minutes to review the scores and judges’ comments to help you understand where your entries did well and where you may have room for improvement.

The 2015 ADDC Contest Entry Forms are now available to use for preparing your club entries. Remember that all entry material must be presented or published during the period December 1, 2013 through November 30, 2014. This includes the Best Industry Photo category.

New this year is a tab “Contest Rules” which clearly spell out how the entries should be submitted and what may result in disqualification.

There are no changes to the categories that comprise the contest. The forms are again in Excel spreadsheet format, for ease of entry from the Official Entry Form to the Judge’s Forms for each category. You just enter the information on the Official Entry Form, print it, get it signed by the incumbent club president or authorized member (such as Contest Committee Chairman, Club Vice President, etc.) and the information is populated on the Judge’s Evaluation Forms for each category entered. Remember to send FOUR COMPLETE SETS of the entries per the Contest Rules.

Please take the time to read the Instructions, Contest Rules, and Official Entry Form pages.

Send your completed entries to:

2015 ADDC Contest Committee Chairman
Kathy Martin
211 Baker Street
Broussard, LA 70518

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

Judi Adams
Cc: Lori Landry, Marilyn Marshall, Kathy Martin

2015 AIMEE Forms are on the website now!
Dear Membership:

The Leadership Committee this year has embraced the ADDC Board’s vision in providing you, the membership, avenues to Leadership skills in the workplace. You will find on the ADDC website new webinars which you can register and participate in this week and in the coming months, courtesy of HDRQ. Also, as the Leadership Committee strives to bring you the latest in technology and tools that you can use, we have received permission to use video podcasts on public speaking from Toastmasters International. These podcasts will be uploaded to the ADDC website soon. The first podcasts are titled:

- Keeping the Audience Engaged
- Five Basic Public Speaking Tips
- Speaking Mistakes to Avoid

In the last letter from the Leadership Committee, e-mail organization was discussed. To go one step further, we feel a few techno tips might just help you in keeping organization a top priority! Here are three top tricks from the IT gurus (information obtained from Real Simple Life Made Easier):

**Gmail**: Undo Send. Didn’t mean to hit Send? You have 30 seconds to nab back that e-mail. **How-To**: Go to Settings, then Labs, then click Enable under Undo Send.

**Yahoo**: Disposable Addresses. If you hate giving your e-mail address to random websites, create an alternate address that routes messages to your real inbox. If the spare address gets spammed, you can simply delete it. **How-To**: Go to the gear wheel in the right corner and click on Settings, then Security, then Disposable Addresses.

**Outlook.com**: Sweep. This feature lets you trash every message in your inbox from one sender. **How-To**: Open one of the sender’s emails, click on Sweep at the top of the screen, then hit Delete All From.

As always, please feel free to contact me at bpappas1@ymail.com or your regional representative with feedback.

Thanks,

Barbara Pappas
Nov 3, 2014

Dear Members,

The PR Committee has worked hard this year and with the approval of the ADDC Board there are new guidelines and new forms for the DSA & SAA.

The DSA has been split into two (2) categories; Distinguished Member Service Award (DMSA) and the Distinguished Energy Service Award (DESA). Each category has their own Nomination Forms. The Guidelines clearly explain the criteria.

The SSA has been split into three (3) categories; Desk and Derrick Club Member, Desk and Derrick Club and Desk and Derrick Committee. Each category has their own Nomination Forms. The Guidelines clearly explain the criteria.

We feel this will make it much easier for clubs and members to choose a category that best fits the nomination being submitted.

Remember to begin early and ask questions should they arise. Please review the guidelines as some deadlines have changed, and you may find all the new information of the ADDC Website.

Many clubs have done a great job with Public Relations this year and I am sure we will gain new members. All your hard work has been greatly appreciated. Keep up the great work and be proud of all your accomplishments.

Sharon Hiss
ADDC Public Relations Chairperson
ABOUT OUR ASSOCIATION

2014 ADDC Board of Directors

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>President</td>
<td>Linda Rodgers</td>
<td><a href="mailto:lindar@pescoinc.biz">lindar@pescoinc.biz</a></td>
</tr>
<tr>
<td>President Elect</td>
<td>Lori Landry</td>
<td><a href="mailto:llandry@beanresources.com">llandry@beanresources.com</a></td>
</tr>
<tr>
<td>Vice President</td>
<td>Connie Harrison</td>
<td><a href="mailto:connie.harrison@valero.com">connie.harrison@valero.com</a></td>
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<tr>
<td>Secretary</td>
<td>Barbara Pappas</td>
<td><a href="mailto:barbara@cobraogc.com">barbara@cobraogc.com</a></td>
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<tr>
<td>Treasurer</td>
<td>Maggi Franks</td>
<td><a href="mailto:maggi@promosolver.com">maggi@promosolver.com</a></td>
</tr>
<tr>
<td>Imm. Past President</td>
<td>Marilyn Carter</td>
<td><a href="mailto:marilyn.carter@cnrl.com">marilyn.carter@cnrl.com</a></td>
</tr>
<tr>
<td>Executive Assistant</td>
<td>Elaine McDowell</td>
<td><a href="mailto:elainemc12@aol.com">elainemc12@aol.com</a></td>
</tr>
<tr>
<td>Parliamentarian</td>
<td>Sheryl Minear, RP</td>
<td><a href="mailto:sheryl@sojodrilling.com">sheryl@sojodrilling.com</a></td>
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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.

~Courtesy of Nell Lindenmeyer, Desk and Derrick Club of Farmington.