



Experts in Surveying, Positioning,
Geospatial Data, and Mapping Sciences

Introduction of APSG Objectives and Goals for 2009-2010



Jay Hollingsworth

Jay.Hollingsworth@slb.com

APSG Organization

- Americas Petroleum Survey Group
- Formed 10 November 1998
- An unincorporated association of individuals

The purposes of the APSG are to advance survey technology relative to the worldwide petroleum industry and to disseminate information to APSG members in respect of worldwide petroleum geodesy, surveying, cartography and spatial data management.

APSG Objectives

- Development of standards and guidelines for surveying and cartography
- Exchange and management of spatially-related data
- Liaison with national and international authorities
- Liaison with the OGP Surveying and Positioning
- Liaison in respect of navigation systems used for surveying and geodesy
- Promotion of geodesy, surveying, cartography, and spatial management
- Promotion of public understanding of worldwide petroleum geodesy, surveying, cartography, and spatial data management

APSG Education Activities

- Oceanology International – Oct 2002 (50 audience)
- ESRI PUG – Feb 2004 (115 audience)
- Oklahoma University Colloquium – Nove 2004 (100 audience)
- ION – Jan 2005 (40 audience)
- HIS User Group and Symposium – Jan 2005 (85 audience)
- ESRI PUG – Mar 2005 (100 audience)
- GIS In The Rockies – Sep 2005 (45 audience)
- SPE Wellbore Positioning Technical Section – Nov 2005 (100 audience)
- SEG Special Technical Session – Nov 2005 (125 audience)
- ESRI PUG – Mar 2006 (110 audience)
- ESRI PUG – Feb 2007 (120 audience)
- SPE Applied Technology Workshop on Multi-discipline Well Positioning – Oct 2006 (100 audience)
- HGS and GSH Geoscience Education Day – Sep 2007 (108 audience)
- ESRI PUG – Feb 2008 (140 audience)
- EAGE Rome – Spatial Data Management – Jun 2008 (100 audience)
- ESRI PUG – Feb 2009 (125 audience)
- Applied Mapping for Oil and Gas Exploration and Development – Oct 2009 (57)

APSG Ongoing Goals

- Expand ESRI PUG education model to provide subject matter experts to industry-based meetings – e.g., pipeline engineering, drilling, risk evaluation in addition to current E & P
- Publish 5-year strategic plan
- Leverage website to full advantage
- University outreach

2009-2010 Leadership Goals

1. Reinforce Educational Focus
2. Develop affiliations
3. Strengthen Organization
4. Maintain Membership and Fundraising Gains
5. Update Presentation Materials

1 – Reinforce Educational Focus

- New education organization should help identify new trainers
- Need to keep traditional events
 - ESRI PUG
 - HGS Geoscience Education Day
 - New “Mapping Sciences for GG&E”
- Promote APSG to additional events
 - SPE/AAPG/SEG/GIS Day/EAGE/EuroPUG/etc.
 - Non-trad ([regulators](#), [lawyers](#), developers, etc)
- Consider additional meetings

2 – Develop affiliations

- Key to outreach is ensuring that the work of other org's includes spatial awareness
- Liaisons to other organizations are needed
 - Many of us already belong to multiple organizations
 - Good way for members to get involved
- Cross-membership is a good option as well
 - APSG should be thought of as the spatial arm of those groups
- OGP-CAPP-APSG relationship

3 – Strengthen Organization

- 250 members by 2011
- APSG needs wider participation
- Chapters outside Houston
 - Denver has been suggested
 - CAPP covers Canada
 - South America, Caribbean would be possibilities
- Create APSG Foundation
- Registering as a 501 (c) 3

4 – Maintain Membership and Fundraising

- Current bank balance is approx \$25k
- This enables us to have
 - Improved publication quality
 - Potential subsidy of travel to present
- Keep the momentum on fundraising
- Show the value to members and sponsors for their continued participation

5 – Update Education Materials

- Materials should be updated with new consistent graphic look
- Content should to incorporate new thoughts on getting our point across
- Possibly a curriculum
- Modularize materials to enable a presenter to easily pick and choose to prepare a custom talk

Conclusions

- Review of APSG
- 5 goals for 2009-2010
- Call to action
 - Volunteer
 - Pay your dues
 - Attend meetings
 - Invite prospective members