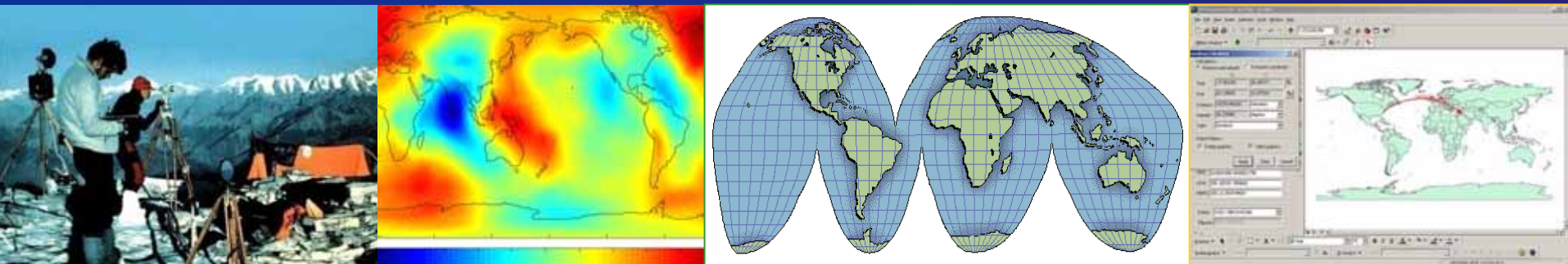




APSG FALL 2008 MEETING



Introduction of APSG Objectives and Goals for 2008-09

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APSG Organization

- Americas Petroleum Survey Group
- Formed 10 November 1998
- 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

- The development of standards and guidelines for surveying and cartography
- The exchange and management of spatially related data
- Liaison with national and international authorities
- Liaison with the OGP Surveying & Positioning
- Liaison in respect of navigation systems used for surveying and geodesy
- Promotion of geodesy, surveying, cartography, and spatial management
- Promote 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, November 2004 (100 audience)
- ION, Jan 2005 (40 audience)
- IHS Users 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)

APSG Ongoing Goals

- Publish 5 year strategic plan
- Rejuvenate website usage
- Expansion ESRI PUG education model to provide subject matter experts to industry based meetings, e.g. pipeline engineering, drilling, risk evaluation
- Outreach to geosciences universities

2008-09 Leadership's Five Goals

1. Increase Membership
2. Continue Education
3. Initiate Fundraising
4. Strengthen Organization
5. Develop Affiliations

specific, measurable, achievable, realistic, time-limited

Goal 1: Membership

- Current membership is 46 paid and 63 unpaid
- Goal of 120 paid by end of Fall 09 Meeting
- On average 80-90 people, mainly from US and Canada, visit the APSG meetings
- Goal of 100 for 2009 meetings
- Increase participation of members in activities and committees
- Increase members demographics, disciplines, and geography

“without active members, nothing else matters”

Goal 2: Education

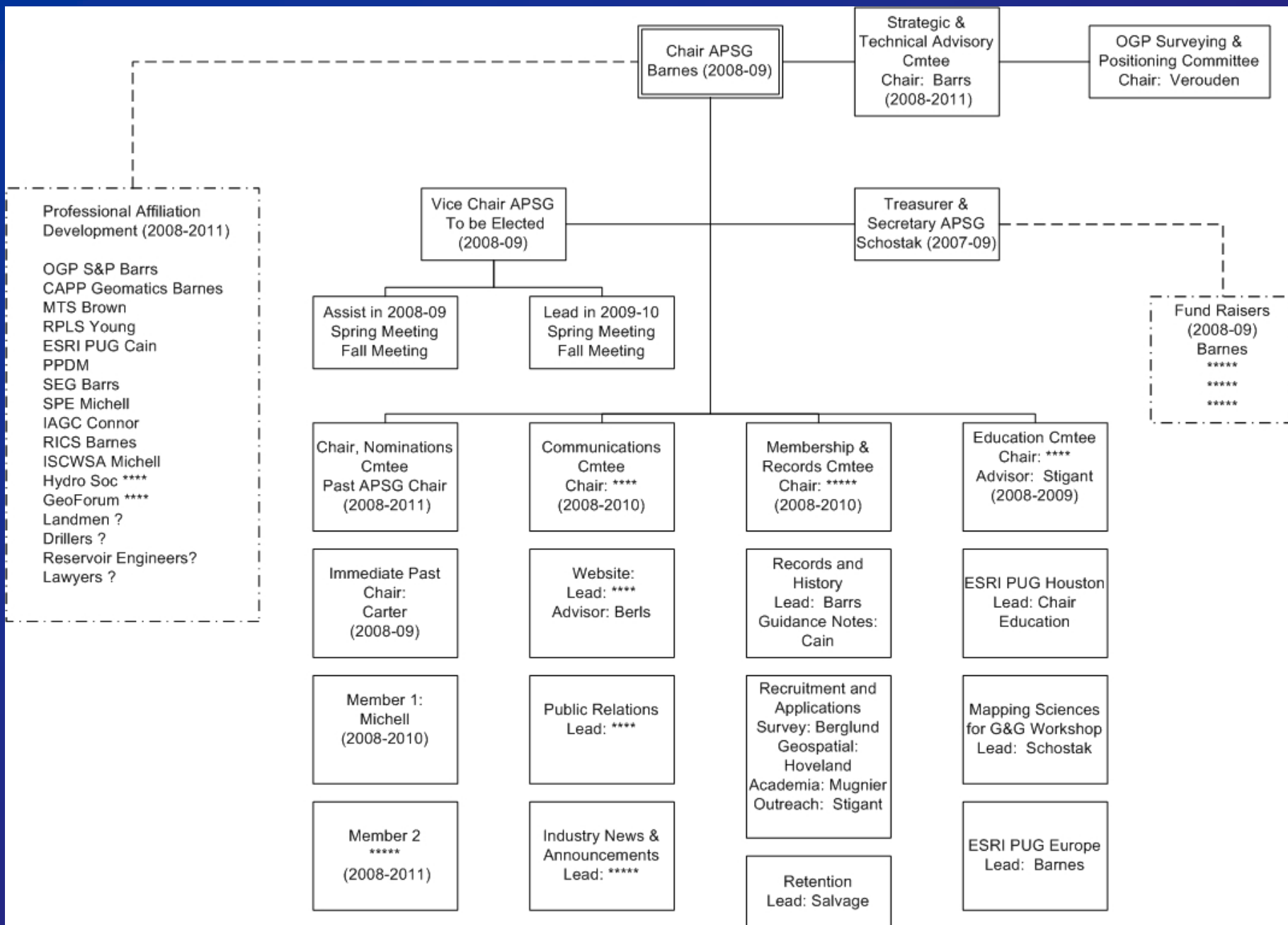
- Core competency of APSG but needs new blood
- Planned activities:
 - Feb 26, ESRI PUG “Applied Geodetics for ArcGIS Users”, Houston
 - May 21, “Mapping Sciences for GG&E Professionals” hosted by Shell
 - October, ESRI PUG “Applied Geodesy for ArcGIS Users”, Europe
- Seeking additional achievable opportunities

Goal 3: Fundraising

- Current bank balance is \$1,800
- Fundraising target of US\$ 20,000 by Fall 09 Meeting
- Enable improved communications, outreach, raising profile ...
- Expenditures vetted by Strategic and Technical Advisory Committee (STAC)

Goal 4: Organization

- Define and implement improved structure by Dec 08
- Make appointments with purpose and terms by Dec 08
- Set annual goals for appointments
- Develop our leadership succession plan
- Investigate expansion options (US, Brazil, Trinidad), make plan by Jun 09



Goal 5: Develop Affiliations

- Strategic initiative to enable APSG mission
- Nominate an APSG representative to each opportunity for 3 years
- Increase our professional sphere of influence
- Provide cross referencing of technical issues

Conclusions

- Review of APSG
- 5 goals for 2008-09
- Call to action
 - Volunteer
 - Pay your subs
 - Attend meetings
 - Invite prospective members