



**To:** AAPG President  
AAPG President-Elect  
AAPG EMD Councilors  
AAPG EMD Committee Chairs  
AAPG EMD Executive Committee

**From:** Michael D. Campbell, EMD President, (2010-2011)

**Re:** EMD President Mid-Year Report (2010-2011)  
Mid-Year Teleconference, November 18, 2010

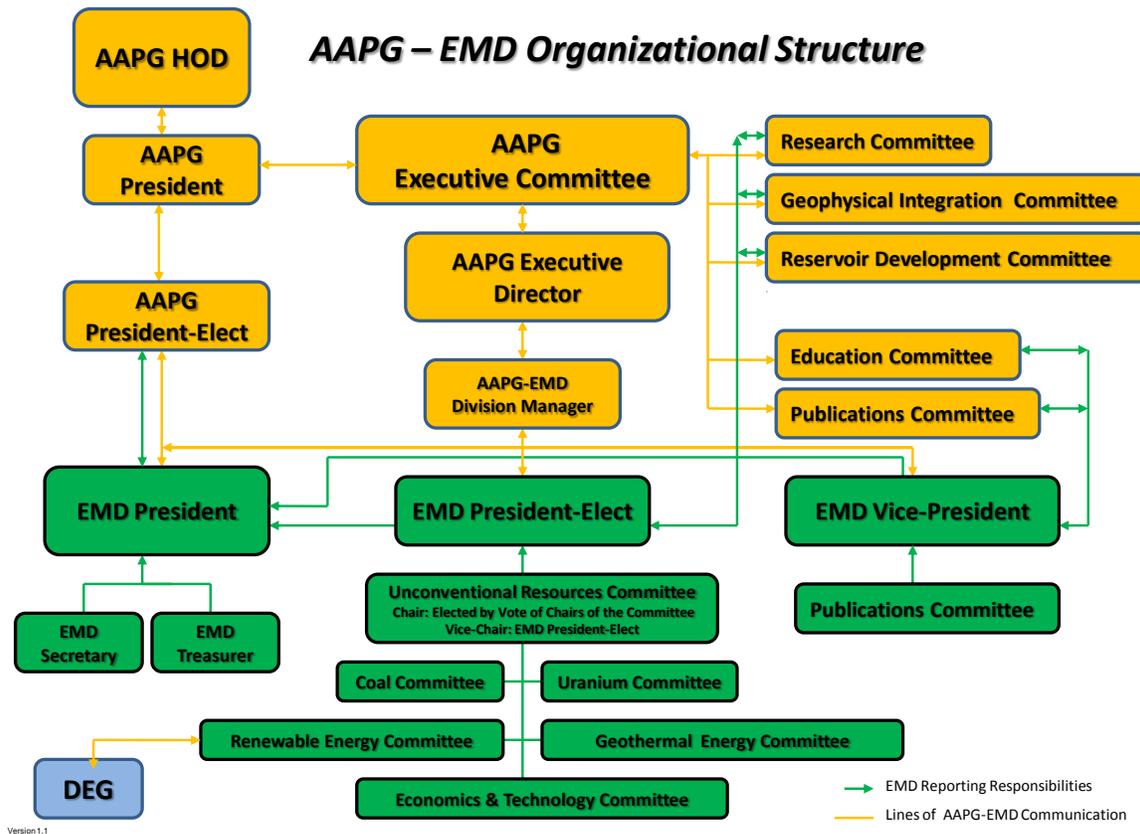
### **Introduction**

My term as President is passing quickly with all the activities currently underway in EMD. There are so many ideas from those within EMD that have emerged to be examined, to be discussed, and to be implemented within the EMD and AAPG in building up the 3<sup>rd</sup> Dimension of the AAPG's three Divisions (the EMD, DEG and DPA) that I am not sure they will all be evaluated, and perhaps implemented, by the end of my term as EMD President. I am working closely with Stephen Testa, EMD Vice President-Elect, to bring him up to speed as quickly as possible so his term will be as rewarding as mine has been to date.

Within the EMD, we consider our activities as a pro bono professional service to the AAPG membership and to the general public. This is not related to volunteerism as we generally relate it to helping the underprivileged. When we recruit new people to participate in EMD activities, it is in terms of whether they would like to be considered for an appointment, not whether they want to volunteer. Who wants to volunteer for anything in our busy professional lives, but providing a pro bono service is an entirely different matter. Such service is counted toward the continuing education requirements of licensed professional geologists, engineers, and attorneys. It also improves the relationships between professionals and between corporations. The men and women in EMD consider it a pleasure to provide our pro bono professional service to the AAPG and to the search for energy resources in the U.S. and around the World.

## Implementation of New EMD Organizational Structure

Since July 1, 2010, I have continued to manage the implementation process of integrating the new EMD Vision and organization structure began during the Presidential term of Frank Walles (2009-2010).



In return for eliminating the EMD Dues, a number of actions have been initiated that involves:

- 1) improving communications between EMD officers and Committee Chairs with the AAPG Executive Committee and AAPG Officers and Standing Committee Chairs,
- 2) eliminating a number of EMD Committees that the AAPG EC suggested duplicated AAPG Committees (i.e., GIS Committee, Education Committee, and Member Services Committee),

- 3) expanding relations with the DEG and DPA to further advance mutual goals,
- 4) developing the new Web Portal to further integrate AAPG, EMD, DEG, and DPA information transfer and use, and
- 5) enhancing participation in the various EMD Commodity Committees by appointing Vice-Chairs and members to serve on the Advisory Committees, and by creating Observing Committees within each to encourage AAPG members to become active within EMD Commodity Committees to the extent defined in the new AAPG and EMD Profiles.

The elimination of some of the EMD Committees was also consummated by the EMD Executive Committee in the past few months after assurances were given by the AAPG that the needs of the EMD will be met by the relevant AAPG Committees through improved communication between both the AAPG and EMD. Another suggestion by Dave Rensink, current AAPG President, involved the creation of the Unconventional Resources Committee (URC) within EMD for the purpose of simplifying communication between EMD and AAPG regarding hydrocarbon reservoirs occupying that position with fuzzy boundaries between Conventional and Unconventional Energy Resources, including: coalbed methane, gas hydrates, gas shales, gas (tight) sands, oil (tar) sands, and oil shales.

The other EMD Commodities are grouped under the general heading of Alternative Energy Resources, including coal, uranium (nuclear minerals), geothermal energy, and, for monitoring purposes only, the new Committee on Renewable Energy, co-chaired with the DEG. The simplified reporting structure is illustrated in the above organizational chart and summarized below:

- 1) top-level communications are conducted between the EMD President and the AAPG President-Elect, unless otherwise indicated,
- 2) the EMD President participates in the AAPG Advisory Council,

- 3) the EMD President participates in the AAPG Visiting Geoscientist Program,
- 4) the EMD President-Elect serves as Vice-Chair of the URC and participates with the Chair of the URC (and EMD Immediate Past President) to assist in the management of the activities of the URC,
- 5) the EMD President-Elect communicates with the Chairs of the AAPG's Research Committee, the Geophysical Integration Committee, and the Resource Evaluation and Reserves Development Committees,
- 6) The EMD Vice-President communicates with the AAPG Publications and Education (and Outreach) Committees, and
- 7) All EMD Officers, including the Treasurer and Secretary, Section and Regional Councilors, and Commodity and Supporting Committee Chairs communicate on a day-to-day basis with the Division Manage/Facilitator, when the need arises.

### **EMD Personnel Activities**

During late August, 2010, Kent Bowker and I traveled to Tulsa, Oklahoma to attend the AAPG Yearly Leadership Conference held at a conference retreat facility just outside Tulsa. We were well received by the members of the AAPG Executive Committee and the members of the AAPG House of Delegates, all of whom encouraged us to continue with the revised re-organization plan for the EMD as presented ([Here](#)). Most of the AAPG staff were also introduced and it was an all around pleasant, well-planned conference designed to assist the leaders in discussing and determining the future of the AAPG and to introduce the AAPG leaders to EMD, DEG, and DPA leadership.

A few weeks later, under the guidance of EMD's Fran Heim, the 2010 Calgary ICE was held and was reportedly a major success, with an attendance only exceeded by the Perth ICE held last year. A few weeks later, I was invited to attend the DC-GEO event in Washington, DC. A number of DPA members, led by David Curtis, held meetings with selected government officials in the EPA,

and staff members in the Congressional Research Service (CRS), the Academy of Sciences, and a Representative of the House (Mr. Culberson) from the Houston area and senior staff members of Senator Kay Bally Hudson and others. We learned of their current interests and were able to advise how members of AAPG and associated Divisions may be able to assist them in their future information needs on a range of issues related to the geosciences involved in the exploration and development of energy resources.

As few weeks later, I was invited to attend the AAPG Divisions Luncheon held during the Gulf Coast Association of Geological Societies (GCAGS) and to present a 5-minute summary of EMD activities. Both the DPA President (Dan Tearpock) and Mary Harris, President of the DEG, also presented brief summaries on their Divisions' activities.

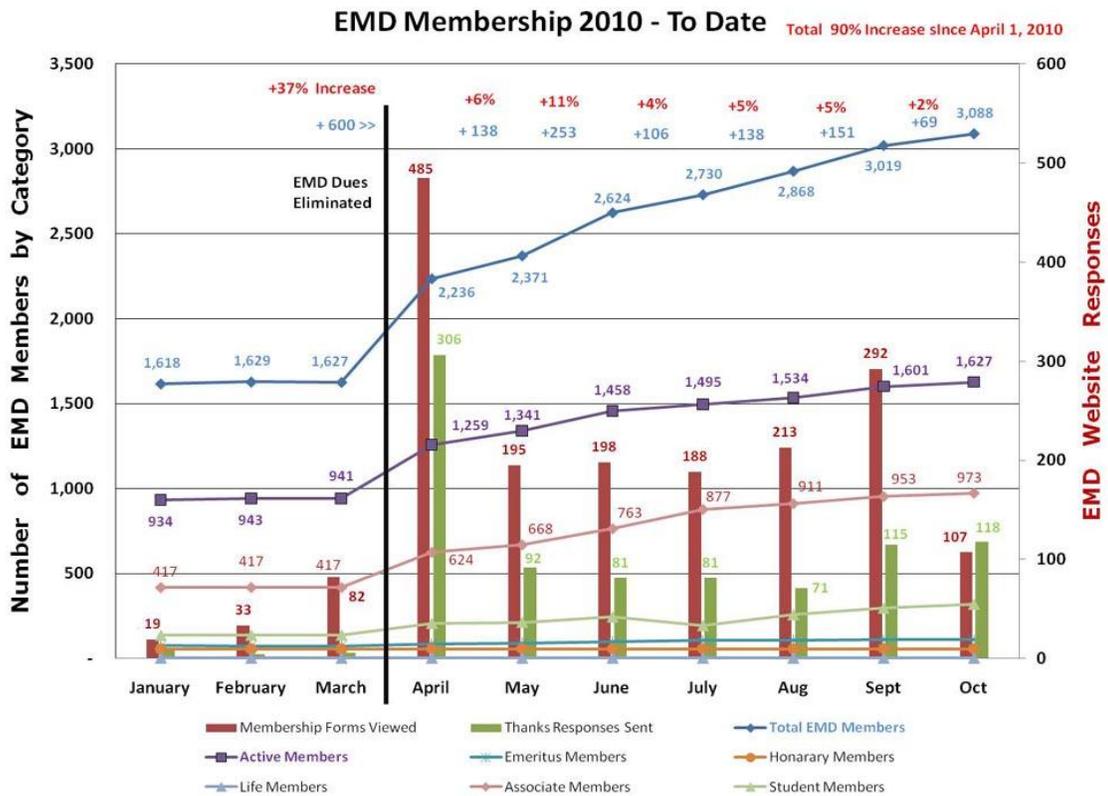
In mid-October, and in addition to the Monthly EMD Teleconferences (which not only includes the EMD Officers, but also the EMD Councilors, Chairs, and AAPG representatives), I also worked with Paul Basinski, Technical Vice Chair, and Larry Knox, Technical Vice-Chair of the Houston, 2011 ACE. This also involved working with other members of the AAPG-HGS Planning Team on the Houston ACE. This also included representatives from the DEG, to assist in finalizing the technical program. EMD is well represented in the area of unconventional reservoirs and in the area of alternate energy. The detailed program will be announced soon by the AAPG but the EMD sections have been discussed in some detail in the minutes of previous EMD Teleconferences. Paul, along with Neil Fishman, Chair of the EMD Gas Shales Committee, are also assisting in the planning of the Milan ICE to be held in late 2011 to emphasize the future role of gas shales in the energy picture of Europe.

Earlier this month, Richard Erdlac, Chair of the EMD Geothermal Energy Committee attended a major geothermal conference and made many new friends for the AAPG and EMD. He will also be attending the AAPG-EMD Hedberg

Geothermal Research Conference to be held in March, 2011 at Napa, California. Stephen Testa, EMD President-Elect, will also likely attend the Conference as well since he lives nearby.

### EMD Membership

Since July, I have been monitoring closely the methods used by the AAPG staff to record the EMD membership numbers. As of November 1, 2010, EMD membership has exceeded 3,000. This amounts to an increase from April 1, 2010 of almost 100%. The details of this growth are included in the plot below:



Since the EMD dues have been eliminated, this understandably has complicated the process of recording the new points of input to the AAPG IT system. This is because the process is now associated with the implementation of the new AAPG and EMD Profile, which includes new Profile procedures for the membership (for both new members and previous AAPG members when they pay their dues and revise their Profiles). To select which of the AAPG and [EMD Commodity Committees](#) in which they have an interest, they have the opportunity

of selecting one the Advisory Committees (if qualified and willing to contribute) or any number of the Observing Committees to monitor activities of any particular AAPG or EMD Committee. To date, the DEG and DPA have not been included in the new AAPG profile system. When this occurs, the new Profile system will cover all offerings of the AAPG and of the 3<sup>rd</sup> Dimension that the three Divisions provide to the AAPG membership.

In cooperation with AAPG staff, we have initiated a new e-mailing campaign to the AAPG membership where we illustrate what EMD (and the DEG and DPA as well) has to offer in terms of technical information, meetings, and professional affiliations for the purpose of getting the word out to the AAPG membership. I prepared the first e-mail text and the e-mail was sent out under the lead line: “*Good News from the EMD President*” to all members of the AAPG on September 1<sup>st</sup>. The response was immediate and substantial, resulting in a major increase in traffic to the EMD website, see e-mail ([here](#)), and in more than 150 new EMD memberships during the month of September.

During the first part of November, the second e-mail blast was sent out by AAPG highlighting Neil Fishman, the Chair of the EMD Gas Shales Committee, which included his good news from the Gas Shales Committee (see [Here](#)), which currently has more than 311 Observing Committee members, the highest of all commodity committees to date (see [Here](#)).

Also during November, the Chair of each Commodity Committee sent out to all their EMD committee members an e-mail message announcing that a new service has been instituted for members to receive the search results for the last few months of input to the new Web Portal of Internet resources ([here](#)). This too was well received.

In early December, 2010, an e-mail on the *Good News from the Chair of the Oil Shale Committee* will be sent out to all AAPG members, followed by the good

news from each of the Commodity Committee Chairs at intervals that seem to be appropriate and receptive to the AAPG membership. This campaign has to date been an outstanding success in introducing the EMD to the AAPG membership. The website traffic response and membership numbers will be monitored monthly to test if this campaign continues to be successful and remains to be of interest to the AAPG membership.

### **EMD Publications**

A number of EMD-sponsored publications are nearing publication:

- 1) *Coal Assessment of Gulf Coast,*
- 2) *Shale Petroleum Reservoir,*
- 3) *Heavy Oil/ Bitumen Petroleum Systems in Alberta & Beyond, and*
- 4) *Astrogeology Special Paper*

These publications may be available in 2011 or 2012. Other publications are in various stages of discussion and planning for formal presentation to the AAPG Publications Committee for consideration.

### **EMD - *The Explorer* Articles**

A series of articles have been prepared for AAPG's *The Explorer* on EMD activities ([Here](#)), and will continue in 2011, emphasizing the technical program to be presented at the approaching Houston ACE in April, 2011, and other EMD activities.

### **Look to the Future**

EMD is looking into a number of initiatives in the areas of new publications, supporting overseas ICE's, engaging and supporting student members, and expanding EMD activities overseas, all in support of AAPG programs.