

THE

PSYCHOHEALTH

STAR

ISSUE 1, MARCH 2019

Welcome to the Canadian Energy Executive Association Newsletter

Canadian Energy Executive Association (CEEA) is a premier organization geared towards executives working in or supporting the Oil & Gas Industry. We have several events throughout the year, including our marquee events: the Governors' Charity Ball in Calgary on April 13, and our Business Conference (and the Oilmen's Golf Tournament) August 21-24, situated in the majestic Rocky Mountains at the historic Banff Springs Hotel.

Although a few of our events are open to a broad range of attendees our marquee events are by invitation only. If you are an executive or business leader working in, or supporting, the Oil & Gas Industry and would like to be part of the organization, please contact us at info@energyexecs.ca.



Pictured: Scott Lovett & Laura Hambley Lovett, Chairs of the 69th CEEA Business Conference Business Conferences & Oilmen's Golf Tournament

Message from the Chairs of the 69th

We are honored to be the Chairs of the 69th Canadian Energy Executive Association and Oilmen's Golf Tournament. With the help of a talented Board of Governors comprised of 31 leaders across all aspects of the industry, we are pleased to continue bringing you much value in 2019. Through the executive conference and other networking events, CEEA has drawn together the most influential leaders across the energy spectrum to share expertise and drive industry solutions in our fast-paced business.

CEEA (Formerly the Oilmen's) has three key focuses:

- Business networks and relationship building (for industry leaders and partners),
- Advocacy for the Canadian Energy Industry (which continues to face endless challenges but remains resilient),
- Supporting children's charities, currently through our partnership with the Shaw Charity Classic.

Every year a new logo is chosen to represent the theme for the annual CEEA events. This year's theme is Peace Love Energy, which is tailored to the three key focuses above.

In This Issue

- Beyond Boomers - Event Recap
- Mid-Year Update, Energy Business Forum (EBF)
- Banff 2019 Conference
- Business Strategy
- Community Involvement

Important Dates

- April 13, 2019, Governors' Charity Ball
- April 23, 2019, Mid-Year Update, EBF
- August 21, 22-24, 2019, CEEA Business Conference & Networking Weekend (Thurs-Sat)





Beyond Boomers

Inclusion across generations, diversity & perceptions

A sold-out crowd at the Beyond Boomers event, presented by the Canadian Energy Executive Association, on February 6th at The Petroleum Club speaks for itself. It speaks of an energy industry driven to constantly evolve and reinvent itself. It reflects a mindset where tomorrow's leaders are embraced by today's leaders. It demonstrates a commitment to understand differences in the quest to become better and stronger. It showcases a groundswell of people – individuals who each bring unique experiences – eager to authentically engage within and beyond the industry.

The four panel speakers featured each explored a different facet of inclusion when discussing what the energy industry looks like "Beyond Boomers". Their facets showcased inclusion of generations, cultural and lifestyle diversity, inclusion of authenticity and personality within organizations and external communications, and including innovation within an industry constantly in evolution.



The panel and discussions showcased how to transform the industry when companies and corporate cultures embrace what's different about people, perspectives, and emerging technologies and choose to harness that in how energy is produced, managed and perceived. "Right now, most of Canada holds the view that the oil and gas industry can't be trusted, is slow to adapt, have been using the same technologies forever, and are profit-driven and greedy," says AMGAS Services president January McKee, summarizing recent opinion polls. Her sentiments are echoed by fellow presenter Deanna Burgart, President of Indigenous Engineering Inclusion Inc, who adds it remains challenging to attract many young people to pursue careers in the industry because they don't see it as progressive socially or technologically.

Panelist Celine Gerson, President of Schlumberger Canada underlines how those perceptions of "blue collar and low-tech" are the total opposite of the reality. She speaks of massive industry spending on research and development, constant evolution to adapt new technologies and multi-national teams, where talent rises to the top on merit and adaptation is the name of the game. "What I admire most of this industry is its ability to reinvent itself. We're used to complex challenges and constantly being forced to evolve and respond to complexities in our environment," Gerson says. These complexities may have been more geologically and physically driven in the past, but the emerging complexities relate to machine learning, data and AI, as well as the social licence and human perception threats to the industry.

McKee explores this further, noting that energy leaders have always leaned on facts, figures and graphs to prove their point when combatting social activism against them. "We tell facts, but there's a subtle difference between the facts and the truth.... Be careful of what you say and how it's perceived," McKee warns, urging the energy industry to shift towards telling its truth. She cites the example of how companies issue standard press releases about layoffs and cancelled investments. "The facts are stated, but this simply underlines a belief and fear that oil and gas companies will bail as soon as they can't make a buck."



By comparison, McKee recalls a recent caller to a radio show telling his personal story. "It was emotional, it was raw, it was his truth. And it went viral. It wasn't perfect, but it was authentic."



Become a part of the CEEA
LinkedIn Community!

Instead, McKee implores leaders to be people first – to show their hearts, their truth, and their experiences when speaking of challenging times and difficult company decisions. She emphasizes that companies responding with specially-crafted and accurate facts will always lose in the race to respond quickly to social media attacks and claims. “A response with authenticity and truth and personal experiences doesn’t need to be legally reviewed,” McKee advises.



Authenticity and transparency are also the path forward for leaders looking to embrace and retain younger generations, says Giselle Kovary, president of n-gen People Performance. She recaps the working traits typical of Millennial and Gen-Z age ranges, and outlines the working environments each of these demographics respond well to.

Kovary advises leaders to open up, loosen up, get out of their offices and be themselves within the ranks more often to inspire and activate younger team members. “Be transparent about your motives and objectives, and draw a clear line of sight on how (younger workers) will be able to contribute and add value. Listen and be responsive to what they’re saying and needing,” Kovary recommends. “Be sure to follow up quickly, be proactive in managing expectations and have a partnership mindset so that every person on the team can see ways to invest their own unique capital into the higher purpose.”

As an example of how this succeeds, Burgart recounted an early experience she had within the oil and gas industry that enabled her to flourish because of her diversity, not in spite of it. “I had a leader who empowered me to step outside of my comfort zone and engineering skills. They allowed me to use my indigenous knowledge to enhance how I was doing my work,” Burgart recounts, emphasizing that just because someone’s unique perspective isn’t described within their job description doesn’t mean it doesn’t add tremendous value to the company and the work.

Burgart reminds leaders that corporate culture extends far beyond what they themselves can influence by just circulating and showcasing their human side within the head offices. She reminds leaders that negative experiences still happen that reinforce these stereotypes and drive diversity away, bringing to light recent stories from the field where indigenous workers were mistaken as protestors or labelled as “token hires”.



Burgart and Kovary recommend companies consciously build the right environments to encourage diversity at all levels in an organization, noting that frontline resistance to diversity is often fear of the unknown and lack of support to know how to adjust for others. This includes broad conversations and common ground on diversity, or subtle things like restructuring environments and language used to be more neutral.

Kovary also suggests ‘mentoring up’ as a tool companies can embrace within their ranks. She notes that younger and more diverse generations arrive with a leg-up on technologies, systems and even social awareness that can help build bridges and relations with their older or less diverse colleagues.

All in all, the event was a success, and CEEA hopes that these shared experiences, perceptions, and discussions can begin to pave the road for future generations within and beyond the industry.





Mid-Year Update Energy Business Forum

“May you live in interesting times”

The world has been changing around Alberta and this Mid-Year Update we are talking about two important changes that are in the news because they are affecting Albertans and our industry.

Preston Manning

The Honorable Preston Manning is our keynote speaker and will speak to his upcoming book Unfinished Business. Mr. Manning led a wave of discontent out of Alberta to Ottawa and helped reform Canadian politics. Mr. Manning is a student of the practical lessons to be learned from Canadian political history. He will be talking to us about the new politics, what is the same, what is different, and how to harness the raw energy of populism to constructive ends.

The New Media and Third Party Politics

US funded ENGO's have brought to Canada new political advocacy techniques that changed the landscape in America. We will hear from three leading experts in Canada in this field and how it works.

Differentials – Why Doesn't Everyone Want to Get Rid of Them

We all knew that pipelines were important but we weren't ready for \$40 per barrel differentials when we didn't get them. We have an expert panel that will discuss how differentials arise, what the impacts are to Alberta and why not everyone in industry wants to get rid of them.

Directors & Governors of the 69th

Chairs

Scott Lovett & Laura
Hambley-Lovett

Co-Chairs

John Cooper & Kathy Bowden

Past Chairs

David & Andrea Hood

Secretary/Treasurers

Kevin & Joanna O'Brien

Governor Conference Format & Speakers

Michael & Maria Binnion

Director Executive Conference

Myles & Kim Bosman

Governor First Nations Engagement

Stephen & Colleen Buffalo

Governor Registration Services

Joleen & Mike Burnett

Governor Special Events

Pat & Ann Burgess

Governor Partner's Brunch

Richard & Susanne Clark

Governor Contributions & Strategy

Nico & Zeldia Duursema

Governor Food & Beverage

Greg & Tanya Fagnan

Governor Decorations

Dan & Jessilyn Forigo

Governor Transportation & Logistics

Alex & Layne Fulthorpe

Director Marketing

Celine & Jay Gerson

Governor Prizes

Jacqueline Gorman

Director Networking Events

Brian & Dijana Hamm

Governor Hotel Reservations & Registration

Perry Jasson & Larisa Golovatskaya

Governor Conference Services

Rick & Tatyana Koshman

Director Event Services & MC

Steve & Jenn Major

Governor Golf & Golf Services

Bill Matheson & Georgia Mayson

Governor of Canadian Recruitment

Grant & Norma Omichinski

Governor Energy Innovation

Gord & Rachael Pettigrew

Governor Entertainment

Tom & Bonni Pierce

Governor Wagering

Brent & Allison Quinton

Governor US & International Recruitment

Mark & Jackie Richard

Governor Communications

Wade & Mikki Sparks

Governor Ball & Evening of Champions

Gary & Kathy Summach

Governor Industry and First Nations

Scott Van Vliet & Buffy Ottacher

Governor Partners Golf & Putting

Richard Waller & Jane McCaig

Governor Charitable Funding

Pat & Michelle Ward

Governor Newcomers & Volunteers

Bob & Rachelle Willows





The **69th** CEEA

GOVERNORS' CHARITY BALL

Supporting Local Children's Charities
through the **Shaw Birdies for Kids Program**

Saturday

April 13, 2019

Cocktails **6:30 pm** • Dinner **7:30 pm** • Dance to Follow

Attire **Black Tie**

BMO Palomino Room

20 Roundup way SW, Calgary AB T2G 2W1

Featuring the

MOCKING SHADOWS

The **69th** CEEA

BUSINESS CONFERENCE

Energy Business Forum

August 21, 2019

CEEA Networking Weekend, including the 69th Oilmen's Golf Tournament

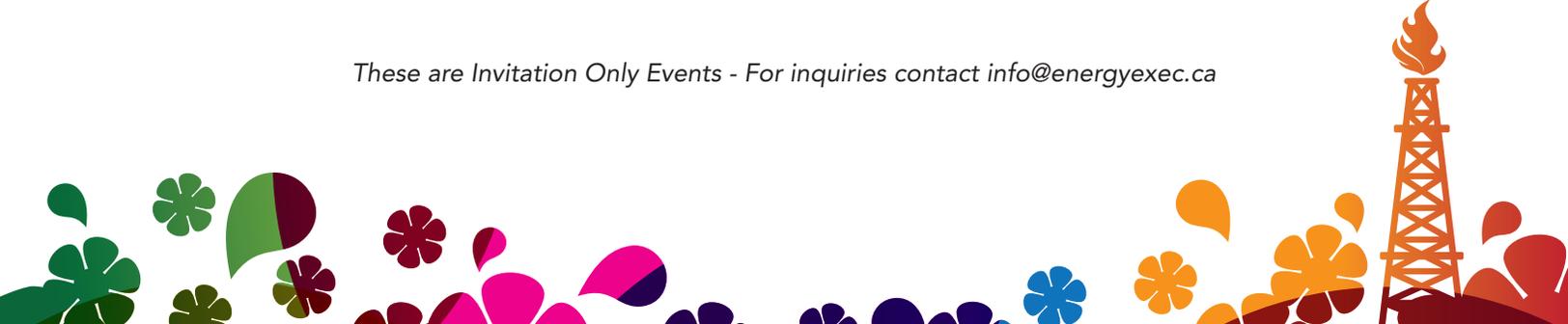
August 22 - 24, 2019

Banff Springs Hotel

405 Spray Ave, Banff AB T1L 1J4

(Attendees receive a discounted room rate)

These are Invitation Only Events - For inquiries contact info@energyexec.ca



The 69th CEEA NETWORKING WEEKEND Thursday to Saturday

With a key focus on networking, building important relationships and having fun

**Please join us, as we step back in time to 1969, and celebrate the
50th Anniversary of Woodstock**

Event Highlights:

69th Annual Oilmen's Golf Tournament

- Will Steve Major defend his title and get another "Red Jacket"?
- The tournament is open to all levels through many different flights and is always a great time and a fantastic networking opportunity
- Join the pros as they pass on key tips to help to improve your game
- Don't want to join the main tournament – try Rec Golf on the main course at Banff Springs or Tennis (for all levels) up at the courts of Banff Springs

Partners' Events

- For Partners, we have many great events planned. [The Annual Partners' Brunch](#), features the special guest, award winning Hollywood Producer, Conroy Kanter of [KK Ranch Productions](#), who recently released *TRAFFICKED*, starring Ashley Judd and Patrick Duffy. *TRAFFICKED* premiered to a standing ovation at the United Nations.
- Travel through a musical journey from 1969 on the links of the Stanley Thompson course at the annual [Partners' Golf Tournament](#).

There will be many other Special Events available for those in attendance with more details to come.





CEEA BUSINESS STRATEGY



Working Together for Canada's Energy Future Mission

Mission

Our commitment is to advance Canada's energy industry as a global leader.

Vision

Working collaboratively and responsibly with all stakeholders to deliver essential, safe, reliable energy products and services.

Values

1. **Relationships** – we foster connections for personal, professional and corporate growth.
2. **Pride** – we are proud of our history and want to promote our world class standards, continuous innovation and environmental stewardship.
3. **Networking** – we are the premier business association for energy executives of all ages and backgrounds.
4. **Inclusion** – we focus on collaboration across all energy value chains.
5. **Fun** – we provide unique events and experiences for executives and partners to create lasting friendships.
6. **Change** – we recognize the need for continuous renewal by attracting emerging generations of innovative leaders in a diverse and changing Energy landscape.
7. **Giving** – we give back to the community through a large number of charitable organizations that we support.

Strategic Themes

1. Facilitating and building industry Relationships
2. Facilitating and building an industry Community
3. Facilitating and supporting Advocacy for the industry

Strategies

1. Support and enhance the development and implementation of a National Energy Strategic Plan.
2. Facilitate alignment and partnerships with key supportive energy industry stakeholder groups.
3. Support and facilitate the diversification of the energy industry customer and product base.
4. Facilitate, support and Increase our operational productivity and effectiveness to be globally competitive.
5. Facilitate and support access to markets for all our products and services.
6. Facilitate, support and develop a sustainable competitive current and future relevant workforce.
7. Advocacy, support and facilitation to market, protect and enable the Canadian Energy Industry.

Nico Duursema
Governor, Contributions & Strategy

Myles Bosman
Director, Energy Business Forum

Scott Lovett
Chairman

CHARITY

CEEA and its Board of Governors are actively involved, through donations of both time and financial resources, with a large number of charitable endeavors in the communities where we live and work. Through this initiative, the CEEA has chosen to highlight 2 organizations near and dear to us:



CEEA is once again teaming up with Shaw Charity Classic (SCC) in support of their Birdies for Kids matching program, where every dollar is matched by SCC, amplifying the impact our donations have on the community. Through this initiative, the CEEA has chosen to highlight 2 organizations near and dear to us:

Calgary Reads

Working closely with parents, teachers and communities, Calgary Reads encourages children's love of reading with free books, resources and developing school programs. Building and maintaining relationships with educators, families and community service providers, Calgary Reads delivers literacy programs and initiatives directly to children where they learn and play – at home, at school and in the community. Helping children learn to read earlier in life, to build confidence and love of reading with their own library by providing books they can keep are just a few examples of initiatives supported by Calgary Reads.



See our Story of Calgary Reads on YouTube:
https://www.youtube.com/watch?v=z10L9_quXrc

For more information, please visit www.calgaryreads.com

Calgary Police Foundation

The Calgary Police Foundation (CPF) partners exclusively with the Calgary Police Service (CPS) to fund six youth based programs to reduce youth victimization and criminal activity, focusing on education, prevention and early intervention to ensure "Safe kids, safe families, safe Calgary". The carefully selected community initiatives that are not traditionally funded by government sources are:

YouthLink Calgary, Youth at Risk Development Program (YARD), Multi Agency School Support Team (MASST), Calgary Police Cadet Corps, Integrated School Support Program (ISSP) and PowerPlay.



**CALGARY POLICE
FOUNDATION**

For more information on the Calgary Police Foundation or these dedicated programs, please visit

www.calgarypolicefoundation.com

Through our fundraising activities in 2019, CEEA is proud to support the SCC Birdies for Kids program which partners with these deserving community organizations. Last year our fundraising efforts collected over \$160,000 for SCC Birdies for Kids. Watch for us at all CEEA events where you can contribute through 50/50 putting contests, simulated golf skill competitions, silent auctions, live auctions and more, to make this our best year yet!