



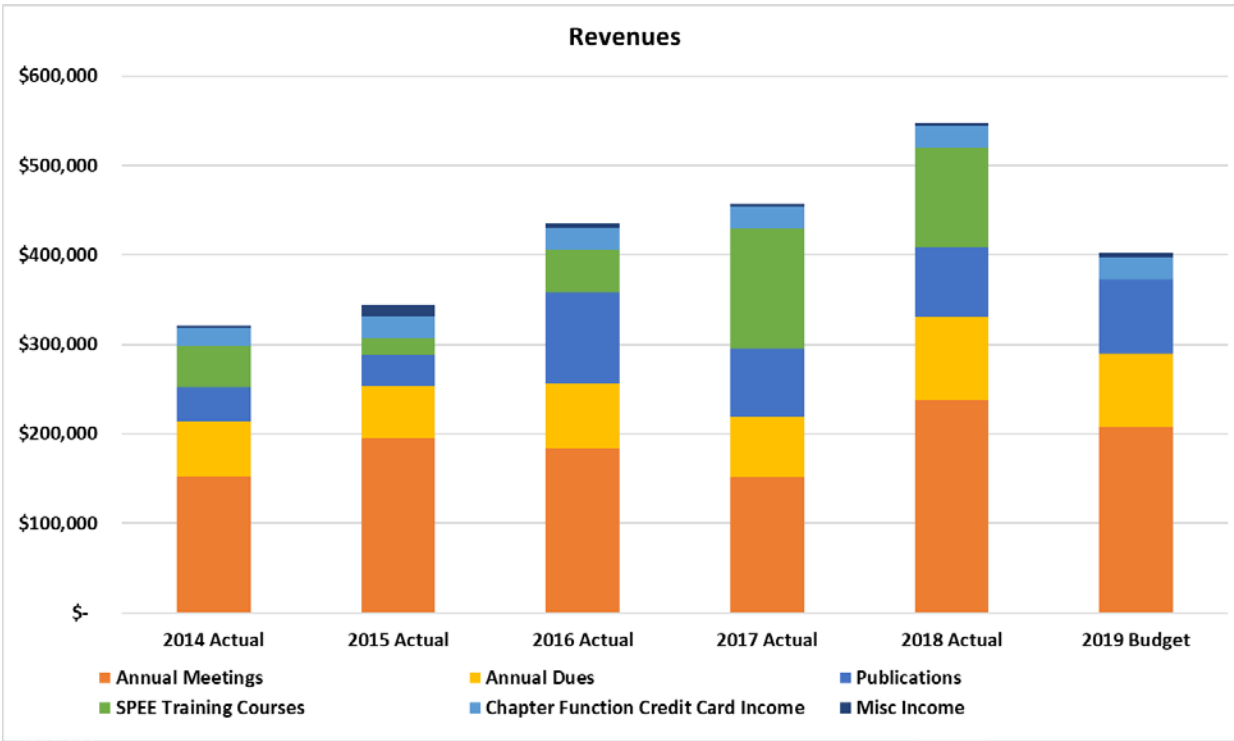
# **2019 Highlights of SPEE Business Lake Louise Annual Meeting**

***Jennifer Fitzgerald, 2019 President  
June 2019***

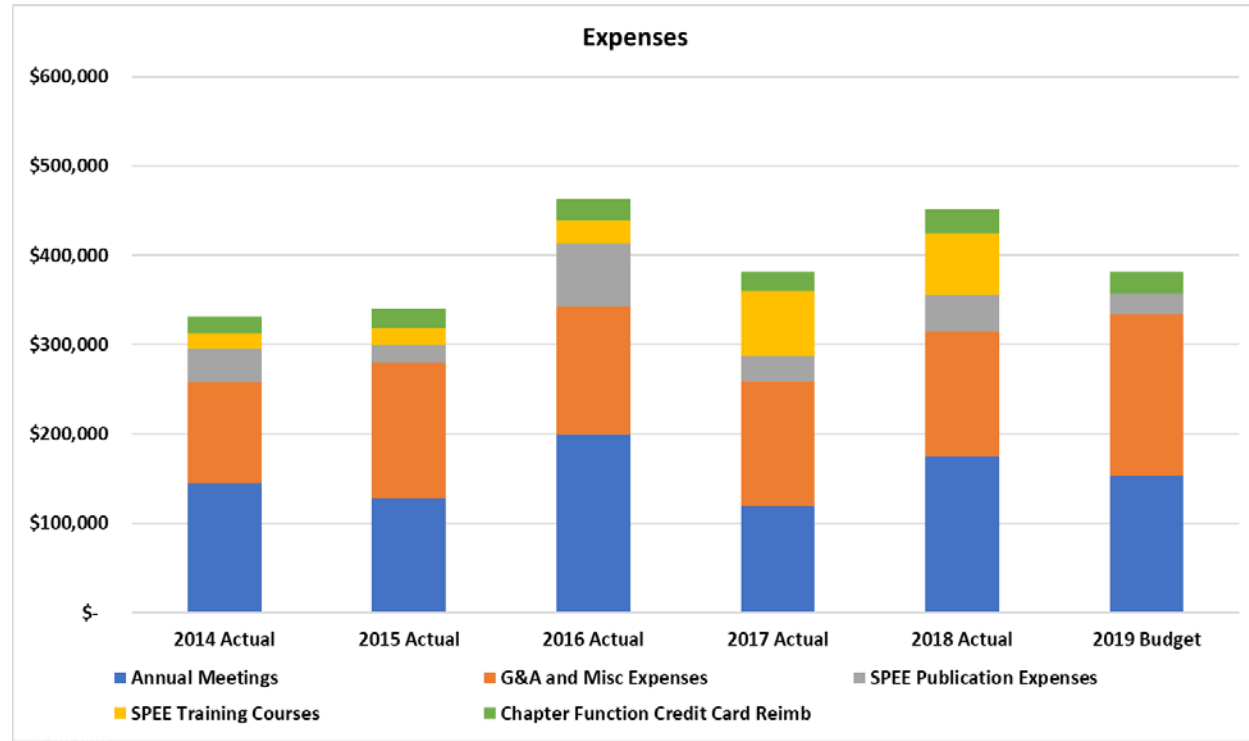
- **Financial Report**
- **Recent Accomplishments**
- **SPEE Mission**
- **Value of Membership**
- **Membership Growth is Fundamental**
- **Active Initiatives**
- **Planning for the Future**
- **Upcoming Annual Meetings**

# Financial Report

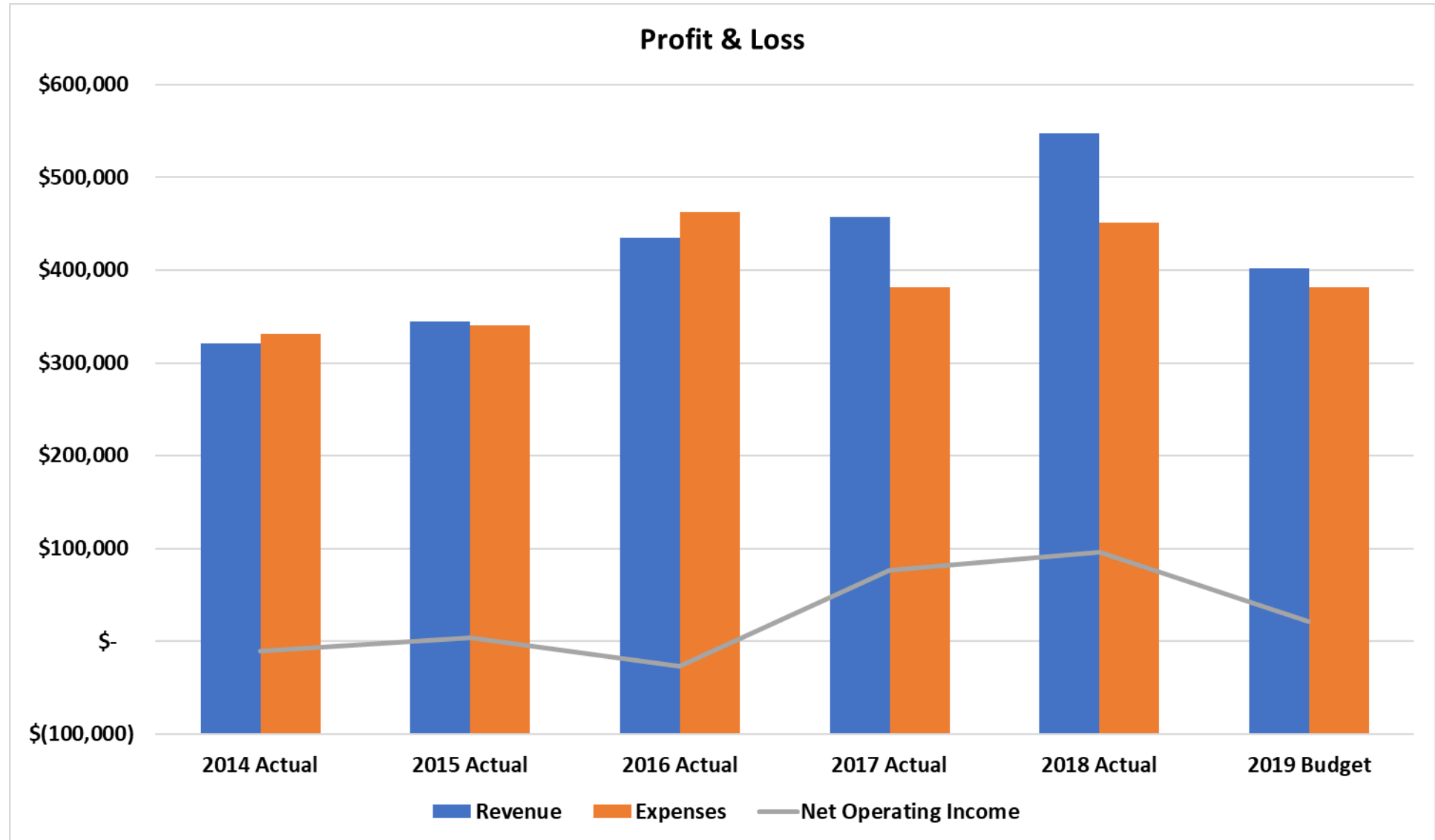
**Revenues**



**Expenses**



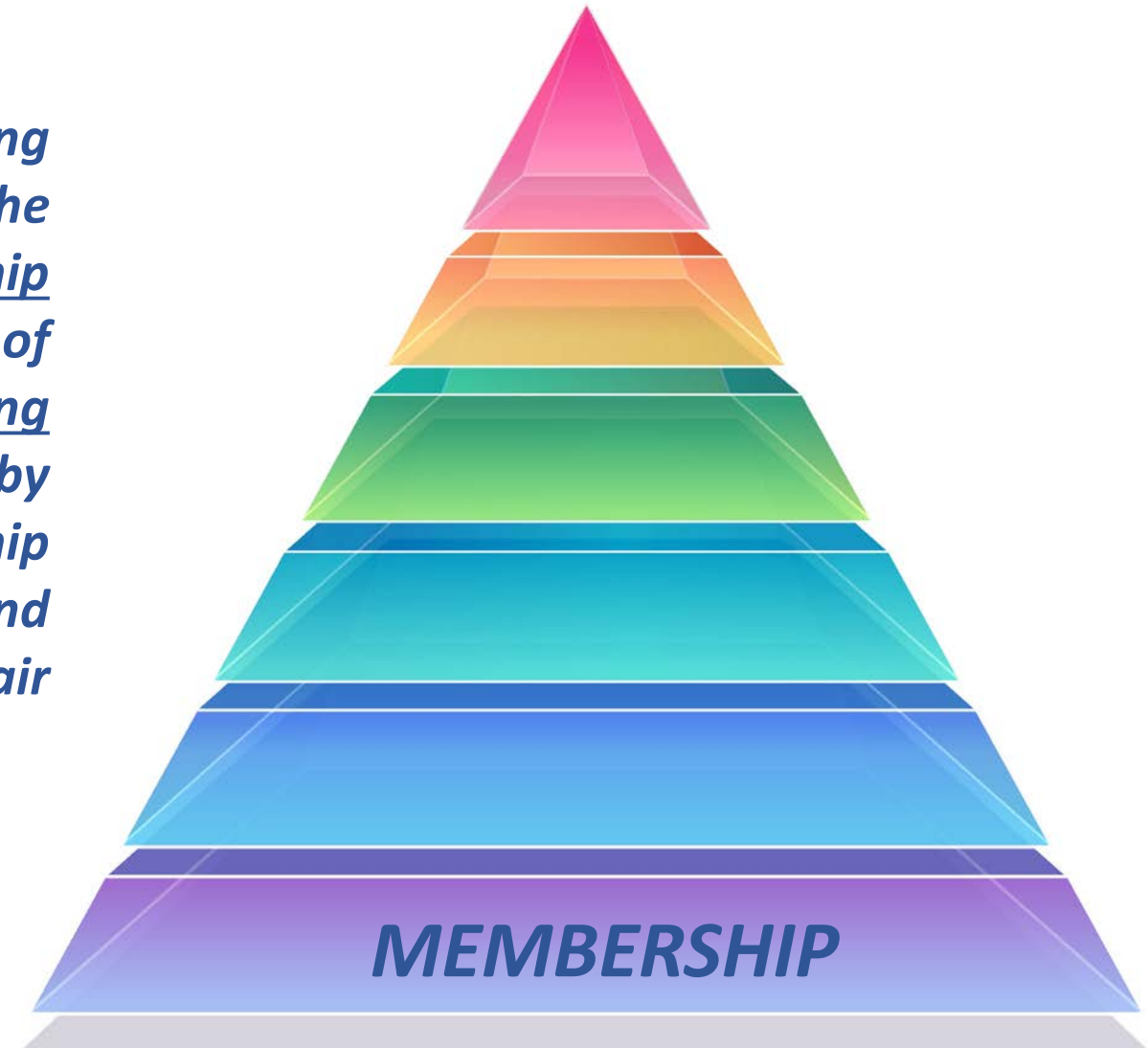
# Financial Report



## *Recent Accomplishments*

- **June 2018 – PRMS Update and Approval**
- **September 2018 – COGEH Update and Approval**
- **November 2018 – Finalized new Grievance Process**
- **Spring 2019 – Internet refresh and additional functionality**
- **Ethics Training – now available through Amazon Direct Publishing with print on demand**
- **Society of Petroleum Evaluation Engineers Linked In Group**

*Recognizing that Petroleum Evaluation Engineering is a specialized field, the Society is dedicated to the promotion of professional growth of the membership and to the advancement of the profession of Petroleum Evaluation Engineering by demonstrating by example the highest standard of ethics, by promoting continuing education of our membership and by education of the public in the area of oil and gas reserve definitions, reserve evaluations, and fair market value.*



# *Core of SPEE Culture is our Membership*



How does SPEE add value  
for current members?

How does SPEE promote  
new membership?

What is the perception of benefits for membership?  
Differentiate value of Member vs Non-Member

# *Value of Membership: How do we Sell SPEE?*

## *Differentiate the value:*

- Associate Members
  - Attachment to an Organization
  - Long-term Influence
  - Bring new ideas
- Full Members
  - Leadership
  - Perspective of Experience

*Professional  
Network*

*Subject  
Matter  
Experts*

*Best Conferences  
Ever!!!*

*A Seat at the  
Table*

*Get back MORE  
than you give*

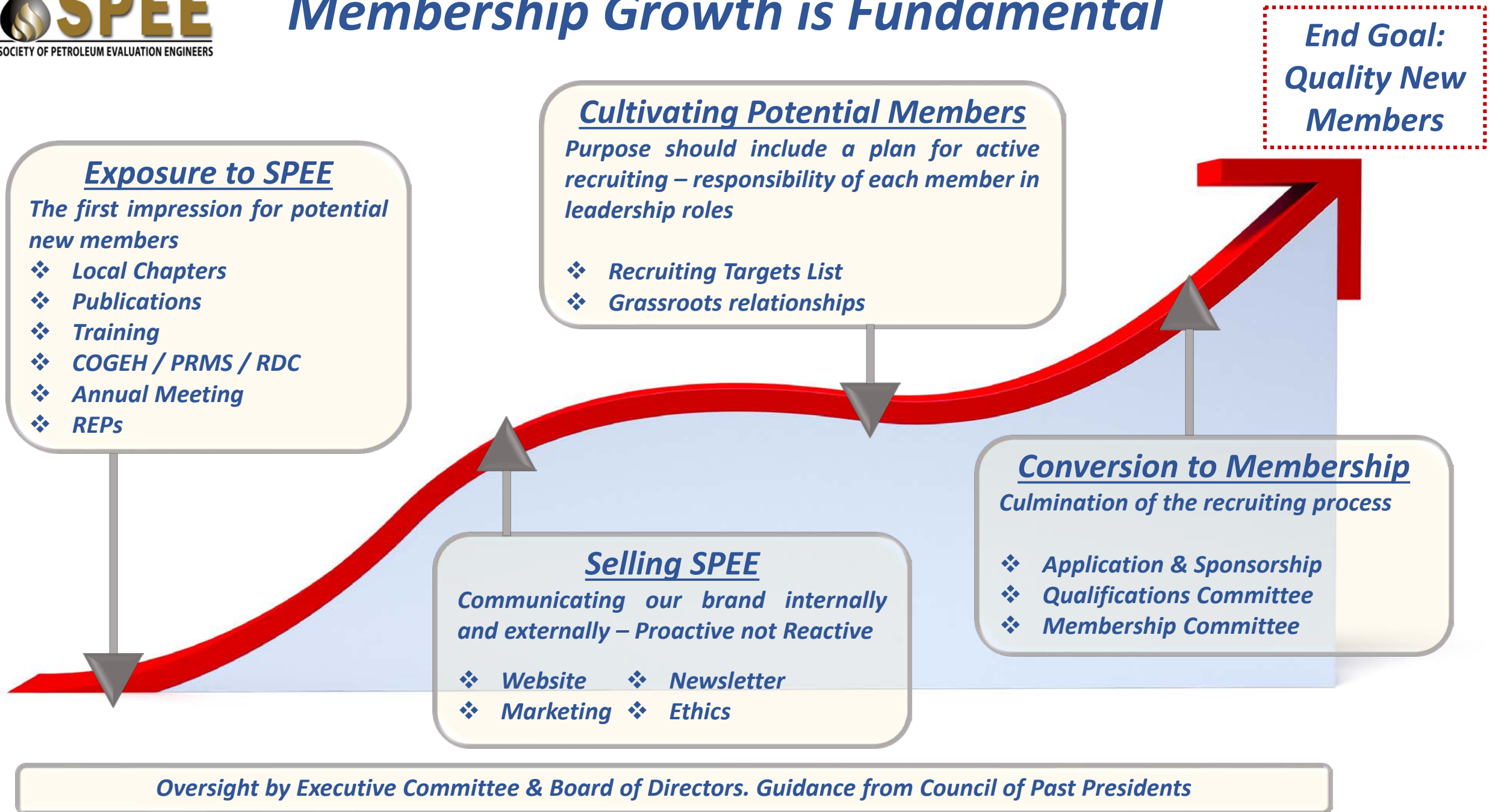
*Industry  
Leaders*

*Leadership  
Opportunities*

*Personal Relationships*



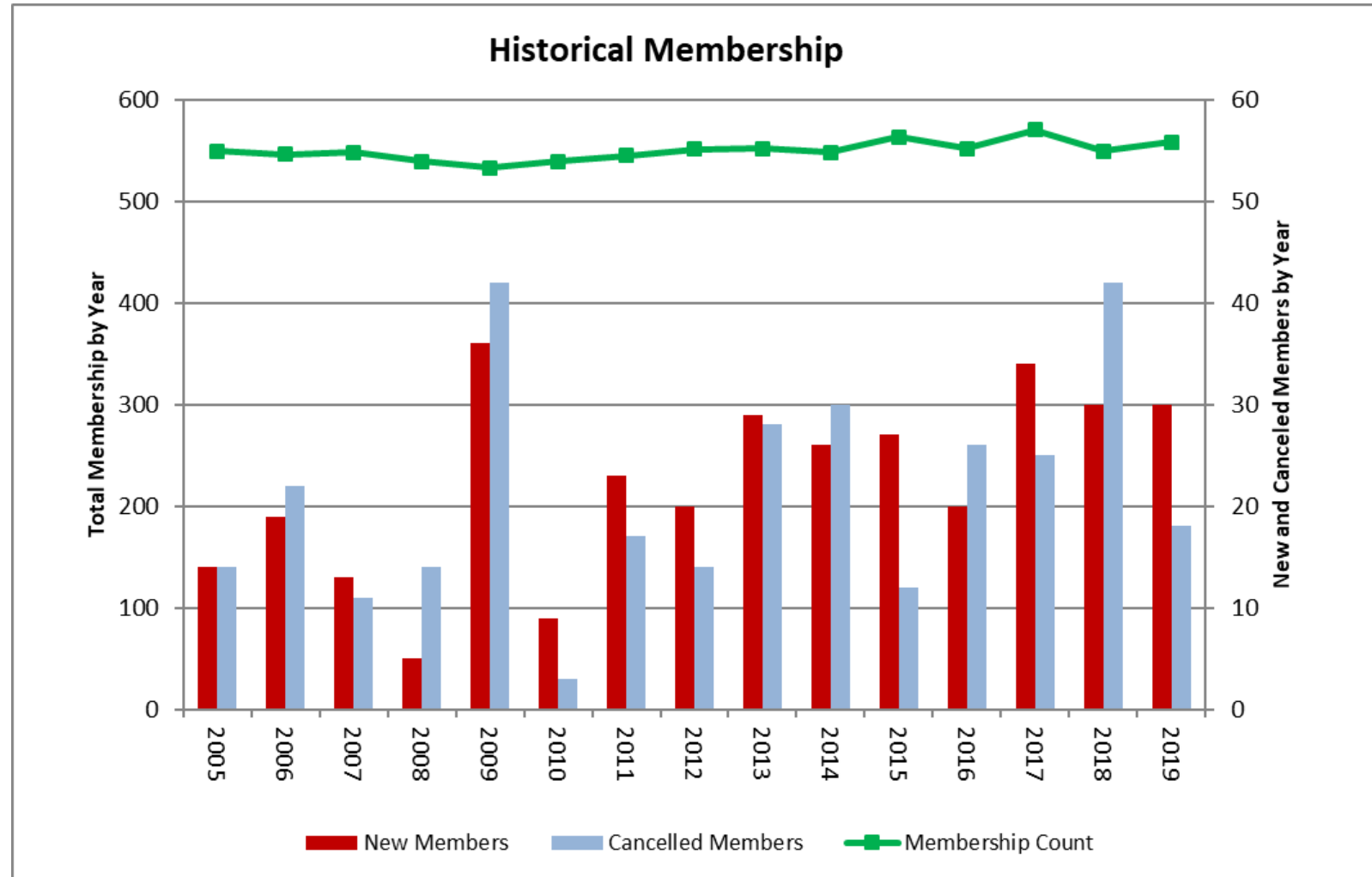
# Membership Growth is Fundamental



# Membership Growth is Fundamental

## Quality Membership Growth:

- Associate Membership
- Interview Process
- Efficient Application Process
- Notification of New Applicants



- **Monograph 5**
- **Internet 2020+ – initial stage of website redesign**
- **Development of Best Practice for Sponsorship via Interview Method**
- **Appointment of SPEE Historian**
- **RDC efforts to support development of PRMS Guidelines and Examples documents**
- **International expansion**
- **Restoring the Production Tax Summary resource document**
- **Identification of additional Volunteer Opportunities**

## *Planning for the Future*



*Member Recruitment  
and Services work  
together*

*Need for Abundant  
Opportunities for  
Member Participation*

***My Challenge to each of you:***  
***Support growth of quality membership &  
Give Back through active participation***



## *Upcoming Annual Meetings*

***2020 – Gurney’s Newport Resort & Marina, Rhode Island  
June 13 – 16***

***2021 – Omni Grove Park Inn, Asheville North Carolina  
June 11 - 15***