2019 Highlights of SPEE Business
Lake Louise Annual Meeting

Jennifer Fitzgerald, 2019 President
June 2019
2019 Highlights of SPEE Business

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

![Profit & Loss Graph]

- **Revenue**
- **Expenses**
- **Net Operating Income**

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue</th>
<th>Expenses</th>
<th>Operating Income</th>
</tr>
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<tbody>
<tr>
<td>2014</td>
<td>$300,000</td>
<td>$100,000</td>
<td>$200,000</td>
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<tr>
<td>2015</td>
<td>$400,000</td>
<td>$150,000</td>
<td>$250,000</td>
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<tr>
<td>2016</td>
<td>$450,000</td>
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<tr>
<td>2017</td>
<td>$475,000</td>
<td>$225,000</td>
<td>$250,000</td>
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<tr>
<td>2018</td>
<td>$550,000</td>
<td>$250,000</td>
<td>$300,000</td>
</tr>
<tr>
<td>2019</td>
<td>$425,000</td>
<td>$200,000</td>
<td>$225,000</td>
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</table>
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
- Leadership Opportunities
- Personal Relationships
- Industry Leaders

Subject Matter Experts
Best Conferences Ever!!!
Industry Leaders
Personal Relationships
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Professional Network
Membership Growth is Fundamental

Exposure to SPEE
The first impression for potential new members
- Local Chapters
- Publications
- Training
- COGEH / PRMS / RDC
- Annual Meeting
- REPs

Selling SPEE
Communicating our brand internally and externally – Proactive not Reactive
- Website
- Newsletter
- Marketing
- Ethics

Cultivating Potential Members
Purpose should include a plan for active recruiting – responsibility of each member in leadership roles
- Recruiting Targets List
- Grassroots relationships

Conversion to Membership
Culmination of the recruiting process
- Application & Sponsorship
- Qualifications Committee
- Membership Committee

End Goal: Quality New Members

Oversight by Executive Committee & Board of Directors. Guidance from Council of Past Presidents
Membership Growth is Fundamental

Quality Membership Growth:

• Associate Membership
• Interview Process
• Efficient Application Process
• Notification of New Applicants
Active Initiatives

• 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