

# **The Society of Petroleum Evaluation Engineers**

**SPEE Denver Chapter announces its July Luncheon Meeting.**

**(Members and Guests are cordially invited to attend.)**

**Wednesday, July 11, 2018**

**Craig R. Maginness**

**Principal, ExIn Global Strategies; Adjunct Professor, Johnson & Wales University**



**Will be speaking on:**

**Engineering Ethics, the Law and Human Consequences – A Framework for Making Better Ethical Decisions in a World of Conflicting Demands and Differing Agendas**

**This presentation is intended to meet the requirements of various state licensing boards as well as the SPEE annual renewal requirement for one hour of ethics study.**

**LUNCHEON STARTS AT 11:30 A.M.**

**(A plated lunch will be served.)**

**PRESENTATION BEGINS AT NOON**

**The Denver Athletic Club**

**3<sup>rd</sup> Floor, Petroleum Room**

**1325 Glenarm Place (14<sup>th</sup> and Glenarm) Denver CO 80204**

**Parking flat rate \$7.00 on space available basis**

**Cost: \$25.00 per Person**

**(Credit Card, Cash or Check made out to 'SPEE Denver Chapter')**



Sponsored in part by Quorum Software, creators of Mosaic, a comprehensive software application for reserves management, petroleum economics, and decline analysis [www.entero.com](http://www.entero.com)

**Please RSVP by Noon Monday, July 9, 2018**

**RSVP and simultaneously pay by credit card online at:**  
<https://secure.spee.org/civcrm/event/info?reset=1&id=189>

If the above link does not work, alternatively go to [www.spee.org](http://www.spee.org) then select 'Local Chapters', then 'Denver', then 'Register Now'.

**Abstract:** Practicing in a vacuum, engineers can focus on measurement, performance, standard deviations and margins of safety in a fairly black and white way, but when practicing in a business environment which imposes sometimes conflicting demands around cost, efficiencies, time constraints and financial expectations, decisions get made in a much grayer area colored by conflicting demands and differing agendas.

SPEE's statement of ethics provides an excellent lodestar for making good decisions, but what seem like clear statements of principle can still be difficult to apply in practice. The point of this presentation will be to suggest an organized approach to decision analysis using the most up-to-date frameworks currently taught in graduate level ethics courses. We will explore the difference between what is legal and what is ethical, the importance of issue framing and fact finding in laying the foundation for good ethical decisions, hidden biases that impair good ethical decision-making, the importance of analyzing outcomes from the viewpoint of multiple stakeholders, and a test for determining whether our decision is a sound one or not.

The presentation and discussion will be illustrated with real world examples that will be familiar to an audience of engineers. The takeaway will be a flow chart like format setting out a format for making better ethical decisions.

**Speaker Bio.:** Mr. Craig Maginness is a sought-after speaker, corporate trainer, author and consultant. He is the founder and managing member of ExIn Global Strategies helping people with businesses become better business people.

As an adjunct professor at Johnson & Wales University, he teaches business ethics in the MBA program through the school's College of Business, as well as other classes in international business strategy and operations in the University's undergraduate management program. He has also taught strategy and management in international business as an adjunct in Colorado State University's EMBA program.

He has been a frequent speaker on business development and management for the US Chamber of Commerce, local chambers and business development centers and foreign business institutes. He has also served as president and chairman of the World Trade Center Denver where he has trained entrepreneurs, company executives and trade support specialists to be more successful business people. In 2013 he was named the "Trade Educator of the Year" by NASBITE International.

Prior to starting ExIn, Mr. Maginness was an executive of Denver based Johns Manville Corporation. Upon

joining the company in 1991, he immediately became a key part of the company's ethics compliance and corporate social responsibility efforts, serving as division general counsel and head of the company's world-wide litigation group. In roles of division general manager, director of contractor services, director of international sales and marketing, and president of two of the company's foreign subsidiaries, Mr. Maginness had full P&L responsibility for a wide range of strategic and operational efforts. Being in the building products industry, most of the teams he managed included engineers focused on developing innovative solutions to complex problems while being fully mindful of the sometimes competing demands of effectiveness, costs, efficiencies and design performance, always with a fundamental appreciation for structural integrity and public safety.

From 1979 until joining JM in 1991, Mr. Maginness was a partner at the Denver law firm of Sherman & Howard where he provided advice to a wide range of businesses on issues ranging from risk management and mitigation, product design and liability, and compliance with securities and antitrust regulation. As a lawyer, he tried over 50 cases to both state and federal courts in Colorado, Wyoming, Nevada, Montana and California. His clients included Exxon Mobil, Union Oil Company of California, and Occidental Petroleum.



**About SPEE:** <http://www.spee.org> SPEE was formed in 1962 as a professional, non-profit organization bringing together specialists in the evaluation of petroleum and natural gas properties. SPEE continues today to be strongly committed to providing educational and other services to its members and to the oil and gas industry, and to promoting the profession of petroleum evaluation engineering.

**For additional information, please contact:**

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