



Aberdeen Section

Executive Summary  
Committee Monthly Report

<i>Committee:</i>		Communications Committee
<i>Chair/Submitted by:</i>		<i>Date:</i>
Gbenga Oluyemi		19/05/2011

**Specific Issues**

*Comments:*

Annual CMC review teleconference held on the 17<sup>th</sup> May 2011. The following were discussed at the meeting:

- Review of Joint Communications Committee (JCC) Terms of Reference
- JCC annual budget planning and preparation
- Monitoring of joint communications matters
- Company Directory listing sales
- Website Maintenance
- SPE Review
- Sitekit CMS Application support contract

**Past Activities (Past Reporting Period)**

*Comments:*

Monitoring SPE Review financial performance

**Future Activities**

- Monitoring SPE Review financial performance
- Conversion of the loss mitigation document to a value creation planning and management document for SPE Review
- Developing a marketing strategy for SPE-UK Directory

## SPE UK Joint Communications Committee

### Description and Purpose

The SPE UK Joint Communications Committee is a joint committee of the SPE Aberdeen and London sections, made up of 3 representatives from both sections.

The Committee is tasked with managing all aspects of joint communications matters including

- The ongoing creation, printing and distribution of the SPE Review magazine
- The ongoing management and development of the jointly owned website [www.spe-uk.org](http://www.spe-uk.org)
- The increased integration of “SPE Review” and [www.spe-uk.org](http://www.spe-uk.org)
- The ongoing management of SPE-UK Directory
- Preparation of Joint Communications annual budget and monitoring financial performance against the forecast
- Integration of all communications activities of the two boards associated with SPE Review, website maintenance and SPE-UK Directory
- Identifying other communications opportunities that benefit the two section.

### Committee Composition

The committee shall comprise 3 Directors from each of the SPE Aberdeen and London sections. One Board Member from each section will be nominated as Co-Chair of the committee. Normally, the committee nominations will be finalised before July each year so that the nominated committee members assume their responsibilities on July 1, when the SPE year starts.

### Committee Authority and Reporting

The SPE UK Joint Communications Committee reports to the Boards SPE Aberdeen Section Board and the SPE London Section Board. The Committee

- Is required to submit an annual Communications Budget to the two Boards in October each year for approval in November.
- Is required to submit a report to each Board at monthly Board meetings. The report is to summarise activity in the relevant period. Each quarter the report is to include a summary of all income and expenditure. Each quarter submits a financial summary to each Board with breakdown of all income and expenditure.
- May commit the two Boards to any expenditure that is included in an approved Budget.
- Has the authority to commit the two Boards to any new or unplanned expenditure associated with the “SPE Review” magazine or the website [www.spe-uk.org](http://www.spe-uk.org) up to a maximum value of £5,000 in any one budget year. These funds are to be budgetted as “contingency” within the combined website and “SPE Review” Budget to be submitted to the two Boards for approval each year. As a standard practice, any new project proposals should be submitted to the two Boards for review and approval.

**2011-12 workscope****Key objectives 2011-12**

1. Development of quality content in SPE Review (making it attractive to members and therefore advertisers) (**45%**)
2. Development of the business model of the publication in such a way as to maintain it at a break-even status over the year or make a small profit by May 2012 (**25%**)
3. Developing the current content of the website to ensure (in order of priority) that it meets members' needs, is fresh, attractive and easy to use, and provides a potential vehicle for advertisers (**20%**)
4. Development of a marketing strategy to grow the advert base of the SPE-UK Directory to a level comparable to the proposal projection (**10%**)

*Percentage figures indicate recommended allocation of effort and resource*



JCC Annual Review Teleconference

Teleconference minutes

Date: Tuesday 17 May 2011  
 Time: 4.00 pm – 5:25 pm

**Participants:**

Chris Nussbaum	Aberdeen Section	Aberdeen Section Chair
Gbenga Oluyemi	Aberdeen Section	Joint Chair JCC
Renu Gupta	London Section	Joint Chair JCC
Thijs Kuipers	London Section	London Section Chair
Miriam Archer	London Section	London Section

**Apologies:**

Masud Javaid	Aberdeen Section	Aberdeen Section Chair-elect
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**Summary of Actions**

By	Actions	Deadline
Chris	To convert the loss mitigation document to a value creation planning and management document for SPE Review	August 2011
Gbenga/Renu/Masud/-Stuart	To review and update the Joint Communication Committee Terms of Reference	20/05/2011
Renu/Gbenga/M&M	To prepare the JCC annual budget in consultation with M&M	Sept. 2011
Chris	To sign a website maintenance contract with Sitekit	June 2011
Chris	To pass the report on ebook production options to JCC	Sept. 2011

**1.0 Introduction**

The teleconference started at 1610 and was chaired by Thijs Kuiper, the SPE London Section Chair. He welcomed all the participants and advised that contributions should be brief, focused and to the point.

## 2.0 SPE Review Financial Performance

Renu summarised the financial performance of SPE Review from May 2010 when M&M took over its management and production. She noted that a loss of approximately £24000 had been incurred till date on the basis of booked revenue with the exclusion of costs of two Media packs which stood at £1,700. She further stated that an analysis of the SPE Review advert profile revealed that most of the adverts leading to break-even/profit status were recruitment adverts, the sales and marketing of which were difficult to control. On this basis, she advocated for a systematic approach whereby more efforts would be directed to attracting more corporate adverts which could be controlled more effectively through a well coordinated marketing strategy and would help in sustaining the publication at a break-even level while recruitment adverts would enable to produce larger issues with enhanced editorial contents.

The issue of JCC budget preparation was also discussed. It was agreed that JCC should prepare a budget with M&M and have a draft budget ready for consideration by both Aberdeen and London Boards in September. The thinking behind this was that once the budget was approved, it could be implemented by JCC without having to go back to the boards for approval every now and then.

It was therefore agreed that the JCC terms of reference should be reviewed and updated to reflect the new thinking. Gbenga, Renu, Stuart Girling and Masud were mandated to action this and have an updated version of the ToR ready by 20<sup>th</sup> March 2011.

Contributing to the SPE Review performance discussion, Gbenga said SPE review situation was looking positive. He further highlighted that the transition period following the change of contractor to M&M was a difficult period for SPE Review and was partly responsible for the incurred loss.

Chris was of the opinion that we should shift our focus and energy from loss mitigation and begin to engage with value creation. He therefore suggested conversion of the loss mitigation document to a more active planning and management document for SPE Review. He emphasised that Aberdeen policy counts all the monies spent on SPE Review as monies spent for the benefit of the entire membership regardless of whether or not profits are made.

It was consequently agreed that the loss mitigation document should be converted to an active planning document for SPE Review. It was further agreed that Chris would lead this initiative, whilst working with Gbenga and Masud. No deadline was agreed for this task but expectation was that this would be done as soon as possible.

Renu highlighted the SPE Review performance monitoring process used last year and suggested we continue having an annual review meeting in May, a mid-term review meeting in Nov and monthly monitoring of financials on a rolling three-month period. Chris suggested this should be decided by JCC as part of their planning and monitoring process for the next year and it was agreed.

## 3.0 SPE Directory Listing

Chris discussed the current situation of the marketing plan for SPE Directory listing. He explained that the current situation seemed to suggest that the amount of work that M&M would put into marketing the Directory with a view to attracting more company adverts/listing was much more than the financial rewards that they stood to gain. This according to him meant that SPE Directory marketing was not so attractive to them any longer.

Gbenga suggested that JCC should sit down with M&M to discuss the issue and what could be done to address their concerns and move things forward. After some useful discussions, it was consequently agreed that JCC should discuss with M&M to know what the issues were and explore ways to move things forward.

#### 4.0 JCC Annual Budget Planning and Preparation

The annual budget shall be prepared in consultation with M&M for presentation to the boards in September. Please see discussion in section 2.0.

#### 5.0 Website Maintenance and Development

Chris clarified that SPE did not currently have any website maintenance contract with Sitekit. He further explained that Sitekit had proposed two options to SPE for website maintenance work. The first option requires signing -an annual fixed price contract with Sitekit; this contract would entitle SPE to unlimited call outs for website maintenance related work. The second option requires having an ad-hoc contract with Sitekit which would mean that SPE would have to pay for every maintenance call out.

Following an extensive discussion, it was agreed that Aberdeen would sign an ah-hoc contract with Sitekit with London Section contributing to the cost of the contract. For every maintenance need, London Section would have to go through Aberdeen to make a call out. It was also agreed that this cost would be covered in the JCC budget up to a maximum of £150 and that no financial commitment would be expected from London Section until the JCC budget had been approved. It was therefore agreed that Chris should sign the contract with Sitekit and that the commencement date of the contract should be made to coincide with the website licence date.

##### 5.1 Routine Website Updating

The need for SPE London Section to train more people who could do some basic work on the website as is the case for Aberdeen Section was discussed; it was generally agreed that this should be the direction of website training for both Sections.

##### 5.2 E-Book distribution

The distribution of the ebook version of the SPE Review to SPE UK affiliated members in European and ROW addresses was discussed. Based on the feedback received from members, it was agreed that the ebook was well received by the majority of the SPE membership. It was also agreed that the ebook version should also be made available to the UK based members who also receive the paper copies.

In addition, Chris reported that he had been working with an Aberdeen YP member (Lola) to look at a range of options for the production of the ebook. He said they had already identified that:

1. Several providers could do a customised branded edition of the ebook – this option would cost hundreds of pounds
2. With SPE owned software, the PDF of SPE Review can easily be converted to ebook and put on the server.

Chris would hand over the final report on this work to JCC once completed.

##### 5.3 Electronic distribution of SPE Review

Chris suggested that it might be better if M&M were saddled with the responsibility of dealing with the electronic distribution of SPE Review i.e. take responsibility for sending the Lyris emails to EU and ROW members. He was of the opinion that this would reduce the burden and workload on the SPE officers. It was agreed that JCC should approach Kamilla to explore the possibility of giving M&M access to the Lyris email for them to be able to discharge this responsibility. However, it was also agreed that the action on this should be delayed until September 2011.



## 6.0 AOB

Renu raised the issue of the estimated SPE Review unit production cost which she produced prior to the teleconference and wanted to know if the figures she presented were agreeable and sensible to be used for the Section Report being put together for SPE International. The figures were certified okay for use for the Section Report.

The teleconference ended at around 5.25 pm. Thijs and Chris thanked all participants and expressed delight and appreciation for the commitment and sacrifice that went into the preparation for the meeting and the eventual successful outcome.



Aberdeen Section

Executive Summary  
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<i>Committee: Another Perspective</i>	
<i>Chair/Submitted by:</i> Stephanie Nwoko/Maria Trujillo	<i>Date:</i> 25 <sup>th</sup> May 2011

<b>Specific Issues</b>
<i>Comments:</i>  <b>YP workshop: Offshore Europe-TBC</b>
<b>Past Activities (Past Reporting Period)</b>
<b>-27<sup>th</sup> April 2011: Technical presentation</b> as part of the Program committee The Title is: Well productivity assessment through Computational Fluid Dynamics applied to near-wellbore and wellbore modelling. The event was well attended. Sponsorship not found.
<b>Future Activities</b>
<i>Comments:</i>  Explained previously



Aberdeen Section

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Committee Monthly Report

<b>Committee:</b> <b>Student Development</b>	
<b>Chair/Submitted by:</b> Shankar Bhukya	<b>Date:</b> 18.05.2011

**Specific Issues**

**Comments:**

- Last week met Daniel Diaz for official Handover as Student Development Committee Chair.
- Thanks to Sylvester Ofogba who volunteered to serve in SD Committee.

**Past Activities (Past Reporting Period)**

**Comments:**

N/A

**Future Activities**

**Comments:**

- Need to Liaise and introduce myself to RGU, Aberdeen University, University of Dundee & Heriot-Watt University Student Chapter Supports.
- Need to liaise and introduce myself to Academic Sponsors from RGU, Aberdeen University, University of Dundee & Heriot-Watt University.
- Get in touch with SPE Chair along with Treasurer on the amount of budget left for my committee for this year along with future budget plan and activities.



Aberdeen Section

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Committee Monthly Report

<b>Committee:</b> Young Professionals	
<b>Chair/Submitted by:</b> Sankesh Sundareshwar	<b>Date:</b> 19.05.2011

**Specific Issues**

**Comments:**

**Past Activities (Past Reporting Period)**

**Comments:**

*Successful Devex YP event "Leadership for the technically minded: What do YPs need to know?"*

*Attended by 60 YPs, and organised by SPE, PESGB, AFES, EI YPs.*

*Case studies from industry were very well received and panellist gave YPs many insights on practicalities of leadership in technical teams.*

**Future Activities**

**Comments:**

*Business and Sustainability for YPs. Event headed by Gerardo Arteaga on June 22<sup>nd</sup> at Shell Woodbank.*



Aberdeen Section

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<i>Committee: Treasurer</i>	
<i>Chair/Submitted by: Masud Javaid</i>	<i>Date: 20<sup>th</sup> May 2011</i>

### Specific Issues

*Comments:*

- As at 20<sup>th</sup> May 2011, we have £35192.17 of outstanding invoices which needs to be chased-up.
- DEVEX 2010 profit-share: [£15,536.99](#)
- **Treasurer Role vacant. Any volunteers for this high profile role?**
- **Meeting held between Rodger & Co, Treasurer & Book-keeper (minutes attached)**

### Past Activities (Past Reporting Period)

*Comments:*

- *Total amount of invoices paid since last meeting: £48,569.48 (including £15,000 in scholarships)*
- *Balance in the account as at 20<sup>th</sup> May 2011: £57,560.59*

### Future Activities

*Comments:*

- ***Need to invoice SPE London for the Website development costs + Diane's JCC Meeting charges***
- *Fiona Jefferson's employment contract*

**Budget for Financial Year 2011/2012**

**As at 18th May 2011**

<b>Income</b>	<b>Budget</b>		<b>Actual</b>
Another Perspective			1058
Scholarships			
Continuing Education - seminars			
CE seminar - ICOTA Roundtable '10			7540
CE seminar - ICOTA Roundtable '11			
Meetings/Sponsorship			2446
Events			10728
Interest/Tax Rebates			
SPE Rebate			
SPE Review			13065
Young Professionals			
Outstanding Invoices			
Uncategorised (Credit Card Deposits & Invoices)			
Website			
Other			
<b>Total Income</b>	<b>0</b>		<b>34837</b>

<b>Expenditure</b>	<b>Budget</b>		<b>Actual</b>
<b>Student Development</b>			
University Bursaries			10200
Student Support			
Hardship scholarships			
<b>Sub-Total</b>	<b>0</b>	<b>0.00</b>	<b>10200</b>

<b>CGSD</b>	<b>Budget</b>		<b>Actual</b>
CG			
Advertising			
Donations			
Studentships			
Support			12000
Young Engineers Clubs			
Young Professionals			
Other			
<b>Sub-Total</b>	<b>0</b>	<b>0.00</b>	<b>12000</b>

<b>Operating Categories</b>	<b>Budget</b>		<b>Actual</b>
Administration			1925
PR			1000
SPE Awards			
Another Perspective			6605
Rodger & Co - Consultancy			4780
SPE Website			
SPE Review			18961
Bank Charges & Credit Card fees			40
Events (e.g. social)			
Continuing Education - Seminars			12896
CE - Seminar - ICOTA Roundtable '10			20000
CE - Seminar - ICOTA Roundtable '11			
Programme (Meetings)			4187
Other (Misc e.g. posters)			1020
Professional Fees			
Reimbursed Expenses			
<b>Sub-Total</b>	<b>0</b>	<b>0.00</b>	<b>71414</b>
<b>Total Expenditure</b>	<b>0</b>		<b>93614</b>

**Net Income/Exp**

**-£58,777**

<b>Bank Balance as at 16th May</b>	<b>40657.85</b>
<b>Uncleared Payments</b>	
<b>Uncleared Receipts</b>	
<b>Total Projected Balance</b>	<b>40657.85</b>

**Unpaid  
Invoices  
at 18th  
May 2011**

Invoice Date

15-Sep-08	992	Baker Hughes	385.00	VAT on invoice 982
16-Sep-08	995	Welltec	385.00	VAT on invoice 975
18-Nov-08	1030	ASEP	1175.00	ICoTA
14-Mar-09	1051	Caledyne	287.50	SPE ITF Tech Showcase
14-Apr-09	1053	Pipeline Engineering	287.50	SPE ITF Tech Showcase
07-Jun-09	1078	Rosen Europe	1,265.00	ICoTA
07-Jun-09	1079	EV Offshore	1,265.00	ICoTA
03-Aug-09	1090	Expro	126.50	ICoTA
21-Oct-09	1109	Chevron	2300.00	ICoTA
31-Dec-09	1125	Schlumberger	805.00	Sponsorship of meeting
24-Jun-09	1130	Woodside Energy	333.50	Well Abandonment
10-Feb-10	1147	Baker Hughes	4976.13	EuALF
03-Mar-10	1157	GDF Suez	558.13	Sand Forum
08-Mar-10	1158	Baker Hughes	1562.75	Sand Forum
04-May-10	1160	Kingdom Drilling	822.50	Sponsorship of meeting
18-Aug-10	1196	WFS Technologies	346.63	SPE ITF Tech Showcase
18-Aug-10	1198	Innospection Ltd	346.63	SPE ITF Tech Showcase
	1199			
18-Aug-10	1200	A2E Ltd	346.63	SPE ITF Tech Showcase
18-Aug-10	1201	Senergy Oil & Gas	346.63	SPE ITF Tech Showcase
27-Aug-10	1213	RGU	346.63	SPE ITF Tech Showcase
09-Sep-10	1221	Terrington Data Mgmt	346.63	SPE ITF Tech Showcase
10-Sep-10	1222	Raytheon Company	346.63	SPE ITF Tech Showcase
15-Sep-10	1226	Sandvik Riser Tech	1410.00	ICoTA 2010
15-Sep-10	1227	Global Tubing	822.50	ICoTA 2010
23-Nov-10	1250	MI SWACO	340.75	Unlocking Heavy Oil
13-Jan-11	2004	Enquest	1800.00	Sponsor SPE YP
19-Jan-11	2008	Enquest	900.00	Sponsor AP
27-Jan-11	2011	Seawell	252.00	ICoTA 2010
07-Feb-11	2016	Halliburton	600.00	Networking reception
17-Feb-11	2025	GE Oil & Gas	840.00	November meeting
22-Feb-11	2027	NOV	3696.00	ICoTA 2010
21-Feb-11	2028	TAM	1020.00	Well Abandonment
	2031	NOV	1800.00	Sponsorship YP
	AP			
12-Nov-09	AP 09/02	Senergy	400.00	Another Perspective Calendar
29-Oct-10	AP10/03	Chevron	2350.00	Another Perspective2010/2011

35192.17



## Meeting to review SPE Aberdeen credit control systems

4<sup>th</sup> May 2011

Masud Javaid, Fiona Jefferson, Alex Stacey and Jane Rodger

<b>AIMS:</b> <ul style="list-style-type: none"> <li>• To agree how best to obtain payment from long-term outstanding creditors</li> <li>• To plan a better control system for the future</li> </ul>	<b>ACTION</b>
<b>TO OBTAIN PAYMENT FROM OUTSTANDING CREDITORS</b>	
<b>Very outstanding creditors (pre-2011)</b> We agreed to divide these up for further chasing: <ul style="list-style-type: none"> <li>• Welltec inv 995 £385</li> <li>• Tenaris – Fiona will calculate what has been paid and if it's reasonably close to amount due, Masud will write remainder off.</li> <li>• Chevron 1109</li> <li>• Baker Hughes – several</li> <li>• ITF 1251 – Masud will contact David Liddle</li> <li>• Kingdom</li> <li>• Sandvik</li> <li>• Rosen Offshore, EV Offshore, ASEP – these are all SPE ICoTA Round Table 2009. Jane/Alex will pursue these.</li> </ul>	Jane Fiona/ Masud Masud Alex Masud Jane Jane  Jane/Alex
<b>2011 creditors</b> Alex has sent reminder to all over 30 days outstanding. Fiona will now send official reminders to all of them again.	Fiona
<b>IMPROVED SYSTEMS FOR THE FUTURE</b>	
<b>Credit control</b> The following procedure will be adopted and trialled: <ul style="list-style-type: none"> <li>• Change invoice terms to '30 days or 1 week before event'.</li> <li>• After 30 days, Fiona to send a reminder (copy of invoice marked unpaid)</li> <li>• After 60 days, Fiona informs Rodger and Co who chase payment.</li> <li>• 1 week before an event, Fiona informs Rodger and co of unpaid invoices for that event. Rodger and Co chase these with the threat of not allowing people on their stand or receiving sponsor benefits.</li> </ul>	Alex Fiona Alex  Alex/Jane
<b>Events</b> Send Fiona a list of all events and keep her informed.	Jane/Alex
<b>Policy for accepting bookings (from creditors)</b> <ul style="list-style-type: none"> <li>• When taking new bookings, Rodger and Co will check the current creditor list. Explain to customer that the booking can't be accepted till the outstanding payment is received.</li> </ul>	Rodger and Co

<p><b>Finalising Continuing Education event budgets</b>  These should not be finalised, and profit share should not be paid, until Fiona confirms she agrees with the figures and all creditors have paid.</p> <p>Event partners (eg ICoTA) are to be asked to help chase up any unpaid invoices from their members.</p>	<p>Fiona/Jane</p> <p>Fiona/Jane</p>
<p><b>File-sharing</b>  Rodger and Co is currently setting up a cloud computing system which will allow Fiona to have access to current SPE invoicing details at all times.</p>	<p>Rodger and Co</p>
<p><b>Clearing back-log of creditors</b>  Rodger and Co will check the cost and practicality of engaging a temp/contractor to pursue the outstanding creditors.  Masud/Fiona will consider book-keeper's hours required.</p>	<p>Jane/  Alex  Masud/  Fiona</p>
<p><b>OTHER FINANCIAL MATTERS</b></p>	
<p><b>VAT Option to Tax</b>  Jane brought up the issue of VAT charged on exhibition space. Since the intervention of the DEVEX accountants, she has submitted a belated request to HMRC to apply VAT to exhibition space.</p> <p>Rodger and Co and SPE Aberdeen have always applied VAT, but she was advised that, strictly speaking, to do so, a form requesting permission to apply the tax should be submitted (and retrospectively).</p> <p>She will send Masud the information she has, and he may consult a VAT specialist.</p>	<p>Jane  Masud</p>
<p><b>SPE invoices</b>  Add a line to all invoices to state that payee must pay all bank charges,</p>	<p>Alex</p>
<p><b>Notice of payment remittances</b>  Rodger and Co will send copies of all remittances they receive to Fiona.</p>	<p>Alex/Jane</p>
<p><b>Next meeting?</b>  Consider holding a follow-up meeting in three months to review how successful these systems are.</p>	<p>?  ALL</p>

Jane Rodger  
Rodger and Co  
07.05.11