

AGENDA

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Tuesday, September 27, 2022

8:00-8:30 AM	REGISTRATION - Location: Amphitheatre at the Calgary Tower Center - 298, 115 9th Ave SE, Calgary T2G 0P5
8:30-8:40 AM	Introduction Calgary Leadership Team
8:40-9:10 AM	The PPDM Association's Pillars Trudy Curtis (PPDM Association)
9:10-9:40 AM	PPDM Association Board Strategy Presentation Curley Thomas and Sue Carr (PPDM Association Board of Directors)
9:40-10:25 AM	Energy In Transition (Keynote Presentation) Steven Piepgrass (Green Impact Partners)
10:25-10:55 AM	MORNING BREAK - Sponsored by WellDrive
10:55-11:25 AM	Birthing the New Hydrogen Industry is Detective Work (Data Mining for Insight) Grant Strem (Proton Technologies)
11:25-11:35 AM	Symposium Plus Sponsor Spotlight - geoLOGIC systems Ltd.
11:35-12:00 PM	Data Solutions for the Renewable Energy Market Charlene Beckie (Clem Geo-Energy Corp)
12:00-1:00 PM	LUNCH
1:00-1:30 PM	Geothermal Energy and Potential Opportunities with PPDM Dan Kalmanovitch (GEOSEIS)
1:30-2:00 PM	Greenhouse Gas Emissions and Quantification Challenges Raoul Leblanc (S&P Global)
2:00-2:20 PM	AFTERNOON BREAK
2:20 -2:50 PM	Data Governance & Analytics Dean McKeown (Queen's University)
2:50-3:20 PM	OSDU Data Platform™: The Promise and the Journey James Lamb & Patrick Meroney (Katalyst Data Management)
3:20-3:30 PM	Closing Remarks Trudy Curtis (PPDM Association)

Thank You To Our Leadership Team

The PPDM Association would like to thank the Calgary Leadership Team for all their invaluable efforts in making the Calgary Data Management Symposium a success. Throughout the year, these individuals help organize and enhance all our local events, and we are truly fortunate to work with them to build our Calgary and Canadian Community.

- Floy Baird (Chair)
- Heidi-Lynne Balasch
- Andrea Coli
- Brittany Bridge
- Jule Yu
- Torrie Turner
- Daniel Kopperschmidt
- Wendi McAfee

Wednesday, September 28, 2022

8:00-8:30 AM	REGISTRATION - Location: Amphitheatre at the Calgary Tower Center - 298, 115 9th Ave SE, Calgary T2G 0P5
8:30-8:40 AM	Introduction Calgary Leadership Team
8:40-9:10 AM	PPDM Association Update Trudy Curtis (PPDM Association)
9:10-9:55 AM	Storytelling: Turn Your Data Into Compelling Insights That Inspire Action and Boost Your Career. (Keynote) John Hetherington (We Deliver Your Vision)
9:55-10:30 AM	MORNING BREAK
10:30-11:00 AM	Putting the PEOPLE first in People, Process and Technology Sue Carr (Katalyst Data Management)
11:00-12:00 PM	Professionalizing our Discipline in 2022 and Beyond Patrick Meroney, Doris Ross & Heidi-Lynne Balasch (Professional Development Committee)
12:00-1:00 PM	LUNCH & Poster Activity
1:00-1:10 PM	<i>Join our round table industry participants in a discussion on building a resilient, skilled workforce for the energy sector. Included in this discussion, which will be broken down into four highlight topics, will be how we are mitigating the challenges of attracting, retaining, and developing the data and human skills needed right now. Attendees can then interact in both question-and-answer time and small group discussions.</i> Introduction, Opportunities & Challenges, Moderated by Floy Baird (dataMatters Consulting Inc) Round Table Members: Jackie Rafter (Higher Landing), Rama Manne (Infosys), John Hetherington (We Deliver Your Vision), Heidi-Lynne Balasch (EPAM), Yogi Schulz (Corvelle Consulting), Shanyz Bzowey (Suncor)
1:10-2:20 PM	Round Table Topic 1 - Education, Shifting Priorities & Your Value Round Table Topic 2 - Workforce Expectations - Today and the Future
2:20-2:30 PM	AFTERNOON BREAK
2:30-3:45 PM	Table Reporting & Round Table Topic 3 - Getting the Work Done During Disruption and Transformation Round Table Topic 4 - Strength of Standards in Professional Development
3:45-4:00 PM	Closing Remarks - Trudy Curtis (PPDM Association)

Sponsor Spotlight - geoLOGIC systems (Symposium Plus Sponsor)

geoLOGIC systems ltd. is a leading and trusted information services company driven by a mission to provide premium-quality data, software, analytics, education, news and actionable insights to the energy industry. The solutions we deliver empower our clients globally to make decisions that drive growth and efficiency, and enable them to provide the cost-effective and reliable energy solutions that are vital to supporting the needs of modern society. Our customers include primary energy companies across the spectrum of energy transformation as well as the financial sector, government and regulatory organizations, and educational institutions.

Founded in 1983, geoLOGIC is based in Calgary, Alberta, Canada with offices in London (UK) and Houston (US). As we have grown, we have retained a laser-like focus on our customers' experiences. Our teams of data scientists and engineers, geologists, analysts, journalists, designers and developers are dedicated to delivering premium information and critical data-driven intelligence – ranging from surface and subsurface well/asset level information and insights to corporate performance benchmarking data, commodity pricing and A&D transaction data.

For more information, please visit www.geologic.com or email info@geologic.com.

Abstracts & Biographies

The PPDM Association's Pillars - Trudy Curtis (PPDM Association)

Biography: Trudy Curtis is the Chief Executive Officer of the Professional Petroleum Data Management (PPDM) Association, the global Not-For-Profit society focused on data management best practices and standards and data management as a professional discipline. Based in Calgary, Canada, Curtis has nearly four decades of years of experience in the industry and is known around the world for her outspoken advocacy of data as a strategic asset, and its management as a core business function. In 1996, she joined the PPDM Association as architect, CIO and ultimately CEO of PPDM Association. Curtis is leading the way to the emergence of data management as a global discipline, the creation and industry adoption of data management standards and best practices, the development of professional development and certification programs for data managers, and the professionalism of data management in the petroleum industry.

PPDM Association Board Strategy Presentation - Curley Thomas and Sue Carr (PPDM Association Board of Directors)

Biography: Prior to joining Chevron, Curley worked for ExxonMobil, Hess and Noble Energy. He has worked in the oilfield supporting multiple petrotechnical applications both onshore and offshore. In his previous roles, Curley traveled throughout various oil-producing regions of the world, designing, developing, and implementing digital oilfield and workflow solutions in support of well planning and production optimization. Curley joined Chevron in 2017 as a Well Model and Data Standards Specialist within Chevron's IT organization. Prior to this role, he consulted with Chevron for several years in the Gulf of Mexico business unit on standardizing wellbore schematics, working on the Drilling and Completions Applications Projects (DCAP) team with the rollout of Wellview 10 and most recently as a SME on the cross functional Well Information Project (WIP). Curley is actively involved with the Professional Petroleum Data Manager (PPDM) organization, where he is not only the driving force behind such work as the Well Status & Classification but has also served as a contributor, panelist, and speaker and now Board Member where he is able to bring his wealth of experience and insight to PPDM's strategy. He has also given presentations at SPE, LIFE, P2 and multiple Peloton conferences. Curley also serves on the PRODML Executive Team for Energistics. Curley is married with four children and enjoys golf, traveling, and loves college football.

Energy In Transition - Steven Piepgrass

The world has been dependent on coal and oil for centuries, yet we are witnessing unprecedented changes to energy production, transportation and storage system. This energy transition is being mandated by government policy lobbied by special interest groups, but more importantly driven by investors moving their money to companies with Environmental, Social Governance metrics, leading to new investment in technology in every step along the energy systems. Not all these new technologies will prove profitable, but there is no silver bullet to replace carbon-based fuels, many believe there will be different alternatives depending on geography and geology. Which technologies and systems will prevail, and what skills will be needed to succeed? How quickly will this transition occur, and how should we prepare for these changes, history holds some clues to how this change might occur.

Biography: Steven is a senior Energy Executive who recently spend 18 years at ATCO where he helped steer ATCO's energy transition away from conventional energy production to greener and more sustainable assets including renewables and hydrogen, industrial water and energy storage using depleted reservoirs and salt caverns. Steven joined ATCO in 2003 where he moved throughout the organization in progressively more senior roles, and most recently spend time leading Government & Indigenous relations where he was required to maintain a high standard of relationship building. Steven holds a degree in Chemical Engineering and a Masters of Business Administration from the University of Calgary, and is a member of the Association of Professional Engineers and Geoscientists of Alberta (APEGA).

Abstracts & Biographies

Greenhouse Gas Emissions and Quantification Challenges - Morgen McGuire (S&P Global)

Governments, industry, investors, and other stakeholders are increasingly interested in understanding the implications of energy transition on the competitiveness of upstream oil and gas operations. Greenhouse gas (GHG) emissions intensity, or emissions per unit of output, has become a key metric of interest. In response, oil and gas companies have increased disclosure, academia has produced more research, and various consultancies and non-governmental organizations generate their own estimates. However, there are challenges with consistency which limit the comparability and ultimately use of these data. This presentation will discuss the implications of ESG pressure for greater disclosure of GHG emission intensity metrics in the oil and gas sector. It will discuss how the oil and gas industry is responding, the sources where estimates can diverge, and some key factors to consider when looking at GHG intensity estimates of oil and gas.

Biography to come

Data Solutions for the Renewable Energy Market - Charlene Beckie (Clemgeo)

Different from subsurface exploration, the wind and solar industries are well equipped to tighten up their economic models due to direct measurement of environmental variables. A combination of years of airport, meteorological and accessible grid data, plus a growing database of projects in renewable energy, takes the guess work out of assessing and siting properties for optimal project development.

Here we show you that green solutions are not only competitive but that bankability can be reached at early stages of assessment. Besides this, the challenge is around the upfront commitment to reduce risk on the projects to meet all of the regulatory requirements including interconnection, environmental impact assessments and public consultation.

Reducing risk is the main consideration for a successful project and knowledge and experience in project development and understanding the data is key to increasing project valuation. We believe that the untapped potential in renewable energy can help companies, communities and countries meet and exceed their net-zero goals.

Biography: As CEO of Clem Geo-Energy Corp., a renewable energy firm specializing in wind and solar energy project developments, Charlene Beckie is the driving force of a company in a new and challenging market. A strong advocate of clean energy with a cache of degrees and 18 years of experience in the oil industry, she handles all business functions ranging from deal, contract and partnership negotiations, financing, program planning and design, development, EPC, regulatory compliance and community engagement. She manages the development of 214 MW of wind energy projects in Canada. Her perseverance has driven her career from an oil industry technical role to successful entrepreneur.

Abstracts & Biographies

Geothermal Energy and Potential Opportunities with PPDM - Dan Kalmanovitch (GEOSEIS)

Geothermal energy is thermal energy which is generated and stored within the Earth. Geothermal has two production modes: direct use of the heat and power generation. Geothermal resources can be generally categorized as conventional and unconventional resources, where conventional resources have naturally high levels of heat, fluid, and rock permeability, while unconventional resources requires innovative technologies to access the heat.

Since the geothermal and oil & gas industries essentially involve drilling for energy, can PPDM's data management standards and best practices flex to meet the needs of the geothermal industry? This would include expanding into the geothermal technologies needed for unconventional resources, as well as the data relationships between wells and associated direct use applications and power plants. Another opportunity with PPDM may be specific to supporting the geothermal energy development in the East African Rift System (EARS). The EARS is a rift complex with high volcanic activity, includes portions of thirteen countries, and is on the cusp of large-scale geothermal development.

Biography: Dan Kalmanovitch is a Senior Geomatics Engineer with sixteen years of experience. Since joining GEOSEIS in early 2007, Dan has been providing geomatics, mapping, and data analytics expertise for oil & gas clients operating in countries such as Canada, Colombia, Guyana, Madagascar, Kenya, and Tanzania. In recent years Dan has been supporting GEOSEIS's diversification into geothermal and emerging energy services.

Professionalizing our Discipline in 2022 and Beyond - Heidi-Lynne Balash & Doris Ross (Professional Development Committee)

This presentation will provide delegates with an opportunity to weigh in on professional resources needed for future success in a transitioning industry.

As the Job Families workstream continues down the path of competency development, we would like support from our Calgary community on the content we are generating. Reimagining the future and the impact on our business and jobs is key to our survival and success, so this workshop will explore how jobs are evolving through new energy transitions, the impact to our community and the transferability of our collective skill sets.

Delegates will have an opportunity to discuss ideas and observations related to competencies for data science, cloud, and other energies. This feedback will provide a more focused direction for the Job Families group by helping to identify critical knowledge, skills and attributes petroleum/energy data managers must have to be successful and begin to lay the foundation for our next steps.

Abstracts & Biographies

Putting the PEOPLE first in People, Process and Technology - Sue Carr (Katalyst Data Management)

Why do technology projects fail, or do not deliver the promise of value that they originally propose? What can we do differently? After 30 plus years, the amount of time our G&G's spend looking for data is still very high, up to 75% of their time. As "grey hairs," we have seen multiple data management efforts fall short of their promise and failed attempts abound. Why is that?

New technology is everywhere and given the upcoming crew change, interactivity, IOT, the Cloud, and compute power, it is more important than ever that we get this right.

Shawn & Sue will provide examples where "people and process" were forgotten for the sake of "technology" and share the accompanying results. They will share ideas on a different approach to projects, putting the people first.

Biography: Sue is a Senior Data Management professional and front line people leader in the technology domain, with 25 plus years of energy experience. Recognized as a digital innovator, she continuously improves processes by challenging the status quo, creating tangible value aligning people and process with technology. A big picture thinker, her career has been spent supporting the adoption of Digital Transformation, Data Management and Data Governance in large organizations. Sue's skills and knowledge include a combination of Data Management expertise, strong IT Leadership, an in depth understanding of the energy business with a unique ability to identify and play to skillsets across the team.

- *People leader for technical teams (IT and Data management) and project activity in major energy companies.*
- *Financial accountability yearly for \$20 MM USD (G&A, Capital, special corporate integration).*
- *Well-informed about the global energy business activity and stakeholders across the upstream organization. Understands the handoffs, the technical nuances, the business challenges between technical and corporate functions.*
- *Collaborate with business and provide guidance; Data Governance implementations, corporate integrations of people and process, organizational design for job roles, application selections, system implementations and upgrades.*
- *Skilled workshop facilitator, communicate to all levels in the organization.*

Data Governance & Analytics - Dean McKeown (Queen's University)

As the economy, and in particular, the oil and gas industry reestablish itself, companies should look to data, analytics and artificial intelligence to support their efforts. I will introduce data governance, the use of and types of analytics and the culmination of these tools into automated decision-making, machine learning and artificial intelligence. We have the technology and the know-how to build systems that evaluate the data in real time and make the appropriate decisions for your organization. These systems are still not enough for success. Organizations must focus on the development of their employees, the creation of Centres of Excellence and carefully managing change. Digital transformation is not complete without an overhaul of your company culture.

OSDU Data Platform™: The Promise and the Journey - Patrick Meroney & James Lamb (Katalyst Data Management)

The Open Group OSDU™ Forum was established in order to deliver a technology agnostic platform to the energy industry. Much like the disruption promised by the emergence of commercial cloud solutions in the oil and gas industry, OSDU Data Platform offers the promise of a platform that transforms the way that companies use technology and design workflows, allowing users to 'plug and play' technology and build workflows that are comprised of best in class products and technology. As the platform has evolved, producers and service providers alike have taken a keen interest in watching this evolution to see if OSDU Data Platform can deliver on its promise.

Drawing on Katalyst's extensive involvement with the OSDU Forum and the development work we have done, this talk will review the current state of OSDU Data Platform, concentrating on the opportunities, and potential pitfalls, that the platform offers.

Biography: Patrick Meroney has worked in and around Information Management in Exploration and Production for over 30 years and has written and presented on various topics over the years including GIS, Information Architecture and Delivery, Data Governance and Organizational Readiness. Pat has held various positions in the E&P business and within IT and IM organizations at ConocoPhillips, and Repsol and is currently the Vice President Operations and Professional Services at Katalyst Data Management.

Abstracts & Biographies

(Keynote) Birthing the New Hydrogen Industry is Detective Work (data mining for insight) - Grant Strem, Geological Data Nerd and Cofounder of Proton Technologies

Proton Technologies was birthed from a dataset collected nearly 40 years earlier; a cold case with retroactively useful evidence. “It is a capital mistake to theorize before one has data. Insensibly one begins to twist facts to suit theories, instead of theories to suit facts.” – Arthur Conan Doyle

History suggests that our collective tendency is to dismiss data subtleties which seem irrelevant in one context but can be pivotal or crucial to another. For various reasons, results might seem poor at one time and place, yet at others the same results might seem excellent; owing to technological advancements, commodity price changes, carbon intensity requirements, subsequent build-up of nearby infrastructure, political considerations, sample test accuracy improvements, and highly variable human factors such as imagination, creativity, and risk tolerance. After discussing some examples like these, this talk will explore parts of the data journey of Proton Technologies’ past, present, and near future.

The focus will be on scientific approach and interpretation, but crucially this talk will wag into philosophy and irreverence from time to time. When people force themselves to shift perspective while theorizing over data, they might sometimes become exultant rather than dreary.

Storytelling: Turn your data into compelling insights that inspire action and boost your career. - John Hetherington (We Deliver Your Vision)

In a recent study by Stanford University, 63% of business leaders remember stories but only 5% could remember a single chart. It’s not enough to analyze data. You have to communicate the value of your data in a clear, compelling manner using stories. Storytelling not only connects us to our data but it’s essential ingredient for boosting your career with the power skill everyone wants—executive presence. In this session, John will give you a deeper understanding of the art and science of data storytelling with frameworks and practical tips for you to share your data in ways that persuade, motivate, and inspire.

John Hetherington - John’s clients often say he has a super power for simplifying complexity and that’s why he built “We Deliver Your Vision.com”. John and his team have helped 100’s of data managers and analysts to persuade, motivate, and inspire decision makers. He has 10 years strategic consulting experience with Deloitte and Ernst & Young and 25 years delivering data and technology projects in UK and Canada. He lives in Calgary with his wife Rebecca, two dogs and one cat but travels around the world for his speaking and consulting clients.

Round Table: Join our round table industry participants in a discussion on building a resilient, skilled workforce for the energy sector. Included in this discussion, which will be broken down into four highlight topics, will be how we are mitigating the challenges of attracting, retaining, and developing the data and human skills needed right now. Attendees can then interact in both question-and-answer time and small group discussions.

This afternoon will cover four topics:

- Education, Shifting Priorities & Your Value
- Workforce Expectations - Today and the Future
- Getting the Work Done During Disruption and Transformation
- Strength of Standards in Professional Development