2021/2022
Annual Chair Report

It is said that the written Chinese word for crisis is composed of two characters, one representing danger and the other opportunity. The PPDM Association fiscal year 2021/2022 had ample potential for both.

The impact of the COVID pandemic lingered causing global financial turmoil. War in the European theatre caused turbulence in world energy markets and political uncertainty. The energy industry continued its path to transition as oil and gas companies pursued less carbon intensive energy supplies. Commodity prices soared amidst concerns of supply chain disruptions and commodity shortages. Despite near record profits in some sectors, cash conservation policies were ongoing and economic volatility in the energy industry created an exceptionally challenging business environment for standards bodies and professional societies. Against this complex business backdrop, the PPDM Association continued to deliver solid results.

Let me begin by recognizing the tremendous effort and personal sacrifice of our volunteer community and PPDM Association staff in the successful delivery of an optimistic business plan for the fiscal year 2021/2022. We could not have achieved these results without your efforts! Please join me in extending the Boards deepest gratitude to all who labored so diligently to accomplish this monumental task.

The PPDM Association continued to post solid financial results against targets. PPDM entered the year with a healthy cash asset. Rigorous cash management measures, and assertive fiduciary oversight allowed the Association to leverage these assets to produce solid financial results. Revenues declined due to the cessation of COVID related government subsidies and a decrease in deferred revenue from the previous fiscal year. However, appropriate fiscal restraint balanced the decline leaving the organization with a healthy cash balance at years end.

2021/2022 saw a return to in-person Community events with two live Expos in Houston. Both events exceeded attendance expectations and the quality of the materials presented continued to impress. More than two hundred delegates attended the two-day April Houston Expo, and the energy in the room was palpable.

Nine regional Leadership Teams, plus one in its nascent stages, delivered a substantive 34 event program, for 1344 participants in twelve separate regions. Please join the Board in celebrating these Leadership Teams and supporting PPDM staff for their dedication, creativity, and professionalism in the delivery of these vital events.

In January, the Data as a National Resource (DANR) was launched to support the unique educational and resource requirements of the global regulatory community, NOCs, and National Data Repositories. We look forward to the positive impact this underserved community will have on the future of the PPDM Association.
The International Energy Data Standards (IEDS) pillar continued to deliver significant value for the PPDM membership and industry alike, with a continued focus on technology neutral standards and best practices.

The What Is a Facility (WIAF) semantic standard was delivered. This pivotal standard will form the foundation for our expansion into new energy and environmental standards.

Professional Development continued to proceed. The new Competency Framework was widely distributed across our corporate membership, a significant advancement of the development and socialization activity achieved during the previous year. Many members are now using the framework extensively.

Additional Standard Job Roles were released, and feedback indicates that these descriptions are being leveraged to improve job descriptions for data team positions across our membership.

The focus on training and education remained and strategies for the development of data professionals continued to mature. Additional container neutral training classes anchored to the relational model’s inherent business knowledge underscored this activity.

The Certified Professional Data Analyst (CPDA) accreditation remains a strategic differentiator for the PPDM Association, and the Professional Data Management Certification Committee (PDMCC) continued its focus on the delivery and enhancement of this vital certification framework.

Reference lists and the Data Rules Library continued to grow and rules supporting pipelines, a new delivery stream, were added. The business knowledge inherent in the flagship PPDM data model continued to deliver value through technology neutral data objects with several new objects delivered over the course of the year.

Collaboration with the OSDU Forum continued to mature with pertinent reference data, business objects, and data rules enabling both communities, enhancing the value proposition for all members.
Responding to member feedback, in April 2022, the Board released a new strategy expanding PPDM’s focus to embrace the data needs of new and renewable energy systems.

PPDM has demonstrated the ability to deliver robust standards and train data professionals to meet the future demands of the energy industry. We will leverage our proven methodologies to deliver Data Resources and equip Data Professionals to meet the future demands of the energy industry.

Our members and volunteers will leverage these capabilities to diversify our community, deliver new standards, and create development opportunities to support new energy and traditional stakeholders alike.

I want to take this moment to acknowledge the outstanding work done by the Board’s Strategy Committee. In delivering the strategy, the Board recognized the need to revise its legal foundation and branding. The Board’s Legal and Re-Branding Committees achieved a significant milestone in delivering these objectives.

At a Special Meeting of the Members of the Professional Petroleum Data Management Association held October 25th 2022, members endorsed the PPDM Association’s new name, revised objects and bylaws, and refreshed branding. Acting on the new strategy, the Association’s profile will continue to grow and diversify in the broader energy industry.

**PPDM will deliver world class data standards, business rules, and lifecycle best practices relevant to all sectors of the energy industry, and agile data professionals with cutting edge technical skills and diversified domain knowledge will continue to develop.**

I hope you have gained a small sense of my deep gratitude for all that has been accomplished over the past fiscal year. A significant organizational milestone has been achieved together with an amazing record of foundational delivery, and all with a keen focus on fiscal restraint and sustainability! Once again, I want to thank our volunteers, staff, and directors for their dedication and perseverance in delivering these results. Please join me in celebrating another outstanding year!

Sincerely,
Al Huber
Chair, PPDM Board of Directors