



## **CAPL Newsletter – “The Negotiator” - Spring ‘08**

The Centre for Energy Asset Management Studies (CEAMS), a registered non-profit organization, was established in late 2005 to influence and promote Energy Asset Management skills development for the energy sector. Asset Management, which includes Land, Joint Ventures, Production Accounting, Operations Accounting, and Well Asset Management, has been defined as: the management and administration of regulatory, financial, and contractual compliance in relation to energy assets.

Founding Partner companies – Canadian Natural Resources, ConocoPhillips Canada, Devon Canada, EnCana, Petro-Canada; and Sponsor companies - Husky Energy, Dominion, and Hunt Oil; have provided support and funding to promote this Industry initiative. A Board of 14 Directors governs CEAMS, all representing various aspects of Asset Management or interested stakeholders.

Like most industries/companies and even departments within them, leaders in functions comprising Energy Asset Management are facing the aging “baby boomer” crisis, with almost 60% of the staff being over 45 years of age and of them, 28% are over 55 years. In addition, the education provided to students currently emerging from specific related courses and programs do not meet many of the needs of Industry for cross-functional understanding of the broad range of closely related energy asset management disciplines. This double whammy of declining staff and inadequately trained personnel is happening at a time when the Energy Asset Management workload is increasing and management is demanding increased performance.

The CEAMS concept, which was born out of the Canadian Association of Petroleum Land Administration 5-year Education Plan, is to provide education, training, and hands on experience through a diploma/applied degree program in Energy Asset Management for the Oil and Gas Industry. We want graduates of the CEAMS programs to be able to “hit the ground running” and be able to move into junior/intermediate positions in an Energy Asset Management department and add value quickly, without needing a lot of training, coaching and mentoring, which is currently the situation.

A goal of CEAMS, and our Education Partner, SAIT Polytechnic, is to create a totally integrated program that will include a 2 year Diploma and a further 2 years for an Applied Degree. An alternative option for students to take a 1 year on-line Certificate on the basic interrelationships of Energy Asset Management is also planned for the future. By using an “asset life-cycle” approach, students in the Diploma and Certificate programs will be provided with a solid baseline of knowledge in all 5-core areas of Energy Asset Management with a working

knowledge of their inter-dependencies. Following on from the Diploma, students in the 2 years of the Applied Degree will potentially have three areas of specialty to choose from: Land & Joint Ventures, Operations & Production Accounting, and Well Asset Management. Perhaps the biggest benefit of this approach is the 8-month work term being built into the Applied Degree which will allow students to get the hands-on experience so critical to the learning process.

Our long-term view within CEAMS is to create an Energy Asset Management education and training environment with clearly defined pathways leading to a recognized professional career destination. This program will target primarily high school students, but also those considering a career change, those already employed in some aspect of the business wishing to broaden their skills and knowledge, and those in “supporting” companies to whom a broad-based knowledge of Energy Asset Management would be a significant benefit.

We are working towards the first students entering the Energy Asset Management Diploma program at SAIT in September 2009, with the first Applied Degree Graduates in Energy Asset Management entering the workforce as part of a paid workterm as early as 2012! To that end, a number of developments have taken place in recent months. The following are some of the highlights.

## **Business Plan**

A joint team of CEAMS and SAIT folks worked long and hard to complete the Business Plan in November of last year. This plan and the research conducted by Environics Research Group, on which it was based, proved the long-term viability of the Diploma, Applied Degree and Online Certificate. The Executive Summary of the Business Plan can be viewed on our website at [www.ceams.org](http://www.ceams.org).

## **EAM, a SAIT Institutional Priority**

Dr. Gordon Nixon, Vice President Academic, presented the Business Plan to the SAIT Board of Governors in December with the result that the Energy Asset Management (EAM) Program has been identified by SAIT Polytechnic as an Institutional Priority for development.

## **Seeking Approval**

The cornerstone to moving forward with the detailed development of the Diploma is the approval of Alberta Advanced Education & Technology (AAE&T). AAE&T has the SAIT/CEAMS application for the 2 year Diploma in hand and we are looking forward to responding to any questions they might have as part of their review/approval process. We expect that this process will be complete by late spring or early summer. An AAE&T application for the Applied Degree will follow.

## **Raising Funds**

Building a 4-year post secondary education program from scratch is no small feat. It takes time, skilled professional curriculum developers, and highly knowledgeable and experienced subject matter experts, not to mention a multitude of other resources, all of which cost money. With that specific thought in mind, starting in April a team made up of SAIT's Alumni & Development

department and CEAMS volunteers will be conducting a joint fund raising campaign to raise the required program development funds over the next 12 months. We will be announcing our Campaign Committee in the next month so check [www.ceams.org](http://www.ceams.org) for update announcements.

### **SAIT's Feb/08 Open House**

CEAMS was honoured to be one of the very few industry organisations invited to participate in the Annual SAIT Open House in early February; the first real public exposure for the Energy Asset Management concept. Energy Asset Management veterans and some recent new graduate hires from the Founding Partner Companies staffed the CEAMS booth over the two days of the event. Working in rotating shifts these professionals were able to spend time with over 600 young people and their parents. Many of the students were from grades 10 & 11 anxious to learn more about employment opportunities in the energy sector.

One of the unexpected side benefits of participating in this event resulted from being asked to explain in simple non-industry lingo – “What is Energy Asset Management?” One of the more thoughtful responses was: “Energy Asset Management professionals look after the ‘business’ side of the industry; just as Engineering, Geological and Geophysical professionals look after the technical side of the industry”. This answer was well understood by both the parents and the students, who, as a result, were able to visualise what Energy Asset Management is about.

### **CEAMS and SAIT look forward to your support**

As things continue to ramp up, we will do our best to keep the CAPL members up to date on our progress. Stay tuned.

If any young people you know are interested in a non-technical career in our industry and wish to consider the phased approach of a Diploma and Applied Degree (including paid work term) which this program will offer, please direct them to our website at [www.ceams.org](http://www.ceams.org). And more importantly, help us make this happen!

CEAMS Board of Directors  
CEAMS - April '08