

# The CEEA Post

29 Mar, 2020

Networking

Advocacy

Giving Back

## Ever Upward!

**Calgary, AB** - The Canadian Energy Executive Association (CEEA) brings together senior stakeholders focused on progressing the Canadian energy industry. We believe our nation's greatest successes are secured through strategic partnerships. For CEEA, the fabric of true accomplishment is woven through collaboration of producers, service providers, indigenous communities, policy-makers, academia, investors, and everyday Canadian citizens. Our industry is vital to improving the standard of living for every Canadian. When uncertainty creeps into the 'everyday' we must navigate through the ambiguity and work together to move ever-upward!



With 70 years of history under our belts, we remain committed to ensuring Canada remains the most responsible and sustainable producer of energy the world needs. Remember, for every barrel of oil not produced in Canada, that same barrel is produced somewhere else, more often than not, at a higher social and environmental cost.



*John Cooper & Kathy Bowden  
Chair's of the 70th Canadian Energy  
Executive Association*

### Message from our Chair's

Covid-19 is having a personal and professional impact on all of us. We would like to acknowledge and thank all healthcare personnel for the services they provide in these extraordinary times. We also would like to recognize and thank all individuals hard at work to keep our communities running, fed, and safe. To everyone reading this, we wish you good health and that you stay safe in these challenging times. We will come out of this together and more durable!

The 70th year of the Canadian Energy Executive Association is full of exciting events that we look forward to sharing with you. While we currently are in a holding pattern as we monitor how the pandemic response unfolds, we fully intend to proceed with our events when possible. We will keep everyone updated on our event status.

During the first few months of 2020, CEEA has been extraordinarily active. We hosted a successful Beyond Boomers event with attendees who participated in an engaging dialogue on many aspects of the industry. While we heard the demand for oil and gas would grow, there remains a strong need to advocate for the industry to address misunderstandings; and our young professionals are showing they are ready to engage and be a voice for the industry. Our Governors have been actively touring the province and country speaking to youth, participating in interviews, and speaking at conferences on issues related to the industry, including how the energy sector can build positive relationships with Indigenous communities. Also, we have increased our social media presence, building additional awareness about CEEA and the work we do.

Like other industries, our industry is affected by reduced demand caused by Covid 19. Making our situation worse, the oil supply war between OPEC, Russia, and others has created a dual-shock event. As we shape our industry's future, CEEA will play an essential role in advocating for the energy sector by connecting people, providing a voice for the Energy Industry, and through education. While we are not short of challenges, CEEA will continue to offer invaluable networking opportunities to promote industry development and growth. We will also continue to educate as we believe stakeholders need to understand the overwhelming net-benefit of hydrocarbons to society. We are committed to ensuring Canada remains the most environmentally responsible, collaborative, and sustainable producer of energy the world needs. We can make a difference. We are resilient. Working together, we can find solutions and continue to move Ever Upward!

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Advocacy

Giving Back

## Beyond Boomers

**Petroleum Club - Calgary, AB** - Despite featuring four panelists with very different backgrounds, the Beyond Boomers event on February 7th quickly coalesced into a particular theme when forecasting what the future of energy should look like: Cohesive Energy; where traditional oil and gas developments blend with emerging cleantech and renewables to drive down emissions while meeting energy demands.

Colorado's Tisha Schuller provides thought leadership to world energy policies and has advised the Obama and Trump administration. Beaver Drilling's President and CEO Kevin Krausert rose from the frontlines on drilling rigs to now head up Canada's largest privately-owned drilling contractor. Trevor Tombe is in the University of Calgary's Department of Economics, tracking future energy demand and growth. Catherine Brownlee specializes in executive searches as CEO of Catherine Brownless Inc.



*From left to right - Moderator: Michael Binnion, Tisha Schuller, Kevin Krausert, Catherine Brownlee, Trevor Tombe*

Diverse backgrounds to be sure. Yet from both a macro-view of energy politics to the ground-level skills to deliver energy, there is broad recognition that oil and gas companies must embed clean technologies, and quickly.

As Tombe's statistics show, energy demand in new economies sparks 1% per year growth in demand for decades, requiring an additional 2 million barrels per day of oil and gas energy. Yet as both Krausert and Schuller pointed out, anti-emissions public sentiment has driven investors away from any developments which can't meet a rising standard for emissions reduction and ESG reporting. Arguments of developments funding public services at home and elevating millions from poverty and death-causing dirty energy/cooking sources abroad are falling on deaf ears, the speakers all indicated.

*"We need to be less passionate about who is right and more passionate about building the future"* Krausert

"This is a real existential threat to our business," says Schuller, crystallizing the point. "We can't argue it away." Schuller's presentation outlined how far public sentiment has tipped and is now driving global investment policies to be evaluated and addressed like any other business risk. The bus has left the station, she concludes, and isn't coming back.

The speakers collectively advised the energy industry to seize the wheel by driving the same direction. "People all want decarbonization but don't want to give up anything in the process..." Schuller explains, "Our industry is the only one with the scale, innovation capability and resources to be successful charting the way forward."

Continues (over)

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Networking

Advocacy

Giving Back

## Beyond Boomers (cont)



Krausert is already doing this as co-founder of the Avatar Program, a collaboration with other energy companies as well as Virgin Galactic. He mentioned a host of innovations that drive down emissions while driving up energy production: eliminating upstream venting and flaring; oilsands becoming net zero emissions with use of renewables for energy inputs; blue hydrogen converting natural gas to clean-burning hydrogen; and carbon capture storage. All of these areas of decarbonization demonstrate how Canada's energy industry is decarbonizing while meeting the energy demands of tomorrow.

Brownlee's presentation complements this, advising leaders and workers to prepare and create for opportunities in renewables, blockchain, AI, and STEM areas that build competitiveness in oil and gas.

Tabletop discussions at the Beyond Boomers event that followed the panel heard many of the same thoughts echoed in the words of young energy leaders. Many expressed excitement of being part of solutions for the future. They expressed a wish to move beyond the blame game and carve out opportunities that provide solutions that meet the bottom line and the world's energy demand in a way that end users are comfortable with. *Bonni Pierce, chief CEEA correspondent*

## CEEA in the news and in schools

**Queens University - Kingston, ON & Fort St. John, BC** - While hosting a jam-packed Oil & Gas Beyond Boomers: Not What the Energy Industry Will Be, But What It Should Be, other Governors were advocating in Ontario, Northern Alberta, and being heard both provincially and nationally.

On Feb. 7-8, CEEA Co-Chair Steve Major and CEEA Governor Stephen Buffalo visited at the Queens University, Oil and Gas Speakers Series, organized by Chemical Engineering Students Faculty Admin.

Ironically, Mr. Buffalo overcame Indigenous railway protests by first abandoning his blocked Via Rail train near Bellevue to taxicab his way to Kingston, making it in time as the Keynote Speaker. He received a standing ovation for his case that the Canadian energy industry will help Indigenous people escape poverty, given the socio-economic opportunities it provides. Mr. Buffalo reiterated the overwhelming majority of Indigenous people want to see the energy industry flourish and see partnerships as THE way for Canadians to put economic substance behind our country's promise of reconciliation.

Continues (over)

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Networking

Advocacy

Giving Back

## CEEA in the news and in schools (cont)



*CEEA Governor, Indigenous Nations & Engagement - Stephen Buffalo*

Mr. Major also presented at the Speaker Series, making a broad case for more Canadian Energy as the “7 to 9 Solution” - referring to the projected global population growth of 2 billion over the next 50 years. To meet increased global energy needs, we will need to lower overall emissions, improve human rights & worker safety, and help people escape energy poverty. While each challenge must be overcome on a global scale, they must also be tackled domestically; national unity is at risk.

Subsequently, Mr. Buffalo gave a number of radio interviews on the Rob Breakenridge Show and Danielle Smith Show (both province-wide), as well as nationally on the Roy Green Show. Mr. Major also later interviewed on Kevin Ussleman’s provincial radio program, the Alberta Global News Report.

On Feb. 26 and 27, Mr. Buffalo’s Indian Resource Council hosted the Indigenous Participation in Major Projects Conference at the Westin Calgary Airport, with many from CEEA attending. Joining Mr. Buffalo was CEEA Chair John Cooper and CEEA Governor Michael Binnion; both featured as presenters at the conference. Mr. Major later moderated a panel session exploring the future impact of the United Nations Declaration on the Rights of Indigenous People (UNDRIP.) CEEA 68th Chairs, David and Andrea Hood, also presented on their innovative Geologic technology.

Also in February, CEEA Governor Toni Saville traveled to Northern Alberta to advocate for Canadian Energy before classes of Grade 9 students.

We are discovering that while most people are well-intentioned and genuinely want to help our planet, many are missing perspective. Considering points of view, listening to each other, genuinely seeking to learn, and sharing information in a respectful and reasonable way, is imperative to changing the discussion. There are many facts that seem to be overlooked:

- All forms of energy will be required in the future. Renewables alone are unable to provide a complete transition from carbon.
- Canadian energy emissions account for 1.6% of global CO2 emissions. At the same time, Canadian producers are the world leaders in the innovative mandate.
- The transition to lower carbon will be primarily funded by traditional (oil and gas) energy companies, which in turn, need capital to finance their efforts.
- Carbon knows no borders. Shutting-in Canadian energy leads to “carbon leakage” which results in higher global emissions, when foreign emitters with less glamorous ESG records will simply fill the void.
- Canadian energy development is the #1 tax payer into our nation’s social programs and directly contributes to our standard of living.



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Networking

Advocacy

Giving Back

## CEEA gives back



We give back to the same community that has given us so much!

\$ 456,500

Total direct CEEA contributions

CEEA and its Board of Governors are actively involved, through donations of both time and financial resources, with a large number of charitable endeavors in the communities where we live and work. Over the last three years, our Members have directly contributed more than \$450,000 to Charity. Even better, our Partner - the Shaw Charity Classic in support of Birdies for Kids - have matched our contributions an additional 50%. With over \$675,000 in total donations, CEEA is making a lasting imprint on local Charities!



In 2020, CEEA is once again teaming up with Shaw Charity Classic. We have chosen to highlight three organizations near and dear to us: Calgary Reads, Calgary Police Foundation, and Calgary Communities Against Sexual Abuse.



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29 Mar, 2020

Networking

Advocacy

Giving Back

## Upcoming: Charity Ball

**POSTPONED**



Committed to ensure Canada remains the most responsible and sustainable producer of energy the world needs



**Charity Ball**  
March 14

Westin Downtown  
- Calgary -

6:30pm to Late

Mid-Year Update  
April 23  
- Calgary -

Executive Business  
Forum  
August 19  
- Banff -

70th Oilmen's Golf  
Tournament &  
Networking  
August 20-23  
- Banff -



The Governor's Charity Ball is one of Calgary's premier black-tie events. In support of all our charities, attendees will enjoy delicious appetizers and cocktails, an elegant custom-designed dinner, open bar, and first-class entertainment throughout the evening.

Spring is right around the corner, and there is no better time to unwind with friends, colleagues, and others in the Canadian energy industry. If you're new to the region or sector, this event will supercharge your network. For the seasoned Calgary veteran, you can spend the night catching up with old friends, and together, strategize ways to move our industry ever upward.

If you are an aficionado, browse a selection of rare fancies in The Wine Store - selected by the Westin's sommelier that pair wonderfully with any of the dinner's four courses designed by a master chef.

Looking for something unique? Participate in both live and silent auctions, or watch a Live Paint performed by a local illustrator. As always, CEEA makes sure attendees can dance the night away. This year, we are pleased to present "The Revolution"

**Tickets:**  
- \$395.00  
- \$4000.00 Table (8)  
- Table includes Ball Sponsorship Recognition and Premium table seating



Color Guide Men: Black Suit - Women: Ball Gown

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29 Mar, 2020

Networking

Advocacy

Giving Back

## Upcoming: Mid-year Update

**POSTPONED**



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Please join us for the CEEA Mid-Year Update - register now!



### Are we getting anywhere?

Keynote: Hon. Jean Charest

CEEA was the first energy-industry association to start talking about the big picture. Jean Charest was one of the early politicians to talk to us on the issues of the day, headwinds, geopolitics, and the significance of jurisdictional strategy. Today we are seeing the story play out. Inside and outside of Canada, stakeholders at every level appear to be either fully supportive or totally against our industry. Mr. Charest will speak to the progress our industry is making and how things are starting to look up.



Beyond Boomers  
February 7  
- Calgary -

Charity Ball  
March 14  
- Calgary -

**Mid-Year Update**  
April 23  
The Westin  
- Calgary -  
11:30am to 7:00pm  
Tickets: \$375

Executive Business  
Forum  
August 19  
- Banff -

70th Oilmen's Golf  
Tournament &  
Networking  
August 20-23  
- Banff -



### Is anyone in Charge?

Panel 1: First Nations and Blockades

If you're in Canada and have a cell phone, television, computer, or radio, you have been made well aware of stakeholder frustrations; they are on full display. Learn about the sources of frustration, elected & hereditary chiefs, the pre-colonial system, and who is really in charge.

### Energy events & Social Media

Panel 2: A new group of pundits

Sometimes seen on mainstream media, but always on display with social media. Meet a few of the more interesting commentators on current events, hear their take on the issues, learn about the term "filter bubble" and grab your popcorn in case a twitter war breaks out.



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29 Mar, 2020

Networking

Advocacy

Giving Back

## Meet our Board

Chair: **John Cooper & Kathy Bowden**

Co-chair: **Steve & Jenn Major**

Past-chair: **Scott & Laura Lovett**

Treasurer: **Kevin & Joanna O'Brien**

Director, Marketing: **Celine & Jay Gerson**

Director, Event Services: **Brian & Dijana Hamm**

Director, Recruiting: **Rick & Tatyana Koshman**

Director, Golfing & Events: **Brent & Allison Quinton**

Director, Executive Conference: **Pat & Michelle Ward**



Governor, Food & Beverage: **Jennifer & Steve Baerg**

Governor, Conference Format & Speakers: **Michael and Maria Binnion**

Governor, Charitable Funding: **Myles & Kim Bosman**

Governor, Indigenous Nations & Engagement: **Stephen & Colleen Buffalo**

Governor, Registration Services: **Joleen & Mike Burnett**

Governor, Social Media: **Trevor & Karen Conway**

Governor, Contributions & Strategy: **Nico & Zelda Duursema**

Governor, Communications: **Greg & Tanya Fagnan**

Governor, Entertainment: **Dan & Jessilyn Forigo**

Governor, Golf, Golf Services & Wagering: **Alex & Layne Fulthorpe**

Governor, Hotel Reservations & Registration: **Perry Jasson & Larisa Golovatskaya**

Governor, Transportation & Logistics: **Ashley & Christie Leroux**

Governor, Partners Golf & Putting Contest: **Bill Matheson & Georgia Mayson**

Governor, Innovation & Technology: **January & Sheldon McKee**

Governor, Conference Services: **Doug & Karen McNeil**

Governor, Partners Brunch: **Tom & Bonni Pierce**

Governor, Prizes: **Katherine & Dean Piquette**

Governor, Canadian Recruiting: **Toni & Allan Saville**

Governor, Special Events: **Wade & Nikki Sparks**

Governor, Newcomers & Volunteers: **Gary & Kathryn Summach**

Governor, US & International Recruiting: **Rene & Donna VandenBrand**

Governor, Decorations: **Kimberley Van Vliet & Kevin Wong**

Governor, Master of Ceremonies: **Richard Waller & Jane McCaig**

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29 Mar, 2020

Networking

Advocacy

Giving Back

## Our Marquee Events!



### Executive Business Forum (EBF) & The Canadian Energy Executive of the Year Award Dinner

August 19, 2020  
Fairmont Banff Springs

A one-of-a-kind event at a one-of-a-kind location. Our 5th EBF will provide insight like never before. In previous years, CEEA has brought in several key-note speakers such as Gary Mar, Jason Kenney, Paul Martin, Jean Charest, Gary Duer, and Conrad Black ... this year will be no different.

Last year the Canadian Energy Executive of the Year Award was presented to the late Clayton (Clay) Riddell. The award is presented on behalf of our Board and serves as recognition for outstanding achievement in the Canadian Energy Industry and for having a broad positive impact on Canadians. For the 70th year, and as part of the EBF, we will host a 'culinary masterpiece' tribute dinner immediately following the conference for this year's award recipient.

Round-trip coach transportation, from Calgary to Banff, will be provided for EBF conference attendees. For those who are interested, consider staying overnight to continue networking and play a round with fellow colleagues on the Stanley Thompson Championship Golf Course the next day.



### 70th Oilmen's Networking Weekend

August 20 - 22, 2020  
Fairmont Banff Springs

The pinnacle of our Association's events. Food, wine, friends, golf, and special events dominate a distinct three-day networking weekend.

Our Oilmen's golf tournament is the longest-running amateur golf tournament in the world. You can choose to be as competitive (or not) as you wish over a three-day match-play format. We close off the Stanley Thompson Championship golf course for the entire weekend and offer an "inside the ropes" experience, complete with PGA professionals, live scoring, handicapped flights, and extremely prestigious awards; including the infamous Red-Jacket.

Our networking weekend is an all-inclusive experience that targets Executives and their Partners. Special events run throughout each day. Past years have included a master-chocolatier class put on by Bernard Calbeaux, yoga (via helicopter) on the top of a mountain, via-ferreta excursions to Mt. Norquay, mixology classes, and summer-olympic style fun competitions.

In addition, don't miss out on Partner's Brunch, Friday's Costume Party, and Saturday's Evening of Champions dinner and award presentations.

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29 Mar, 2020

Networking

Advocacy

Giving Back

## Thank you so much!

**Calgary, AB** - Executing our Mission is supported by our sponsors. Without the generosity and commitment of dedicated organizations, many of whom pledge to support our organization over a 3 or more year term, our high-quality networking events would not be possible. Thank You!

CEEA Sponsors are thrust into a large group of Canadian Energy Industry stakeholders. Whether its Owner/Operators, Service Providers, Indigenous Communities, Policy-Makers, Academia, or Investors, the opportunities to showcase your brand is significant. When you become a CEEA Sponsor, an extension of our Association, your company is entitled to several direct and indirect benefits.

**Marketing:** at our exclusive events, in our corporate directory, on our website, and through our social media network

**Networking** at premier functions: Speaker Series, Mid-Year Update, Charity Ball, VIP Receptions & Dinners, Business Forums

**Social & Competitive Activities** in unique & intimate settings: Partner and Golf events\* (the oldest amateur golf tournament in the world)

Platinum Legacy	
Legacy	    
Gold	     
Silver	        
Bronze	  
Associate	   

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29 Mar, 2020

Networking

Advocacy

Giving Back

## Can we tempt you?

**Calgary, AB** - Food distinguishes our CEEA events. We go above and beyond the status quo by working alongside executive chefs to create unique combinations and mouth-watering presentations. Chefs spend time exploring diverse cuisines across the world, and demonstrate their passion through menus made for kings and queens. Whether its yellowfin, squid ink, wagyu, or smoked fennel, each and every course is designed to exhibit an extensive expose of culinary delights.

With a mixture of family-style and a-la-carte traditions, we believe food is a conversation starter and an excellent way to spark new personal and business relationships.



**Calgary, AB** - "Wine is one of the most agreeable and essential ingredients of life." - Julia Child.

At CEEA, we take wine quite seriously. In fact, so seriously that one of the most prestigious Board positions is "Food & Beverage." Over the years, we've crafted entire evenings around this essential ingredient - meticulously crafting and sampling with Calgary's finest sommeliers. Pairing not quite what you were looking for? No problem! We go one step further. A Wine Store is available at each marquee event that offers a selection of red & white a few degrees of separation away, yet still matched to enhance all five basic tastes.

**Calgary, AB** - CEEA strives to provide the best mix of professional and social experience for you and your partner. More often than not, our Newcomers consistently reassure us that one of our core values, inclusion, is always on display. Our event design process looks at three elements of the experience; for you, for your partner, and for the two of you. We've solicited feedback and learned that 'how we offer' is what makes us unique. For example, in Banff, we plan over a dozen events throughout the weekend. From mindfulness to dessert-making classes, from mountain-top yoga to golfing, from small but competitive athletics to hot-shaves, and from mixology to ballroom dancing, CEEA offers a little of everything.



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29 Mar, 2020

Networking

Advocacy

Giving Back

## Want to learn more?

We want to hear from you. Visit us on our active platforms:

Web -- [energyexecs.ca](http://energyexecs.ca)

LinkedIn -- [linkedin.com/company/canadian-energy-executive-association/](https://www.linkedin.com/company/canadian-energy-executive-association/)

Twitter -- [twitter.com/CdnEnergyExecs](https://twitter.com/CdnEnergyExecs)

General Inquiries -- email us -- [info@energyexecs.ca](mailto:info@energyexecs.ca)

