



## Board of Directors

PRESIDENT  
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**April C. Lang**  
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**Stacy Tate**  
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**Sharon Blackwell**  
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**Rebecca Perez**  
Petroleum College International

REGION V DIRECTOR  
**Philana Thompson**  
Merrion Oil & Gas

REGION VI DIRECTOR  
**Abby Johnson**  
Frontier El Dorado Refining LLC

REGION VII DIRECTOR  
**Christina Forth-Matthews**  
AOG International

November 2014

Each time I attend Convention I come back with a renewed sense of commitment to Desk and Derrick; this year was no exception. By now, I hope that each of you has taken the opportunity to thank your employers for the time off from work and to discuss the many things you learned while at Convention. We can market Desk and Derrick by showing the many ways we are gaining greater knowledge of the energy and allied industries.

Speaking of marketing, Lori Landry and the 2015 ADDC Board will be looking into ways of increasing our marketing efforts. The lack of an effective marketing plan has been a consistent comment from members over the past year. It will be exciting to see how we can increase our visibility to potential members and the general public.

This year's Pre-Convention Board meeting was very interesting and informative. We spent several hours reviewing the reports submitted by various committees with the remainder of the day devoted to the strategic plan. There will be more to follow next month concerning the strategic plan. Below are some of the highlights from the Pre-Convention Board meeting:

- Ratified the list of ADDC and Convention Certificates of Deposits.
- Ratified the continued use of Arvest, Bank of America, and Chase banks as the ADDC financial institutions.
- Ratified continued use of Bank of America Easy Online Payroll System.
- Approved email votes taken by the 2014 ADDC Board since Budget & Planning Meeting.
- Approved recommendation of the Public Relations Committee to divide the Distinguished Service Award into two separate awards: one for Desk and Derrick Members and one for non-members, with a change to the names: Distinguished Member Service Award (Desk and Derrick member) and Distinguished Energy Service Award (non-member).
- Approved recommendation of the Public Relations Committee to divide the Special Achievement Award into three separate awards: one for Desk and Derrick Club Members, one for Desk and Derrick Clubs and one for Desk and Derrick Committees.
- Approved February 13, 2015 as the deadline for receiving proposed bylaw amendments by the Rules Committee.

Education is the cornerstone of ADDC and each year at Convention, the AIMEE (Achievement in Maintaining Energy Education) Awards are given to very deserving members who author letters and articles, organize meetings and seminars, etc. Congratulations to all members who participated with an AIMEE entry this year. Special acknowledgment to the following members who are recipients of this year's 1<sup>st</sup> place AIMEE awards:

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AOG International

- Best Small Bulletin: Buckeye Club, "Buckeye Energy News", editor Natalie McClelland
- Best Large Bulletin: Red River Club, "The Gusher," editor Deb McCuller
- Best Industry Article: Fort Worth Club, "The History of North American Oil Company, Part II," authors Lois Roberts and Vicki Newman
- Best President's Letter: Fort Worth Club, "Michaela's Monkey Board," author Michaela Greer
- Best Desk and Derrick Article: Tri-State Club, "Times Have Changed," author Donna Hartig
- Best Industry Program: Midland Club, "Fracing", coordinators Jean Rinehart and Brenda Norman
- Best Desk and Derrick Program: Wichita Falls Club, "Lessons from the Past," speaker, Joan Cartwright; coordinator, Vickie Young
- Best Industry Seminar: Alberta Foothills Club, "Myths & Reality," coordinator Tracy Fillmore;
- Best Industry Field Trip: Graham Club, "Hunting for Fossils and Meteorites," coordinator ,Vickie Newell
- Best Industry Photograph: Wichita Falls Club, "American Electric Power – Oklaunion Coal Power Plant," photographer, Joan Cartwright

Volunteerism is so important to ADDC. This year, I recognized a few members who continually serve ADDC without any expectation of recognition or accolades. And while all members who donate their time are valued and honored, the following individuals consistently, year after year, provide extraordinary effort:

- Diane McKee, West Penn Energy Association Club, Region I
- Cheryle Miller, West Penn Energy Association Club, Region I
- Lynda Middle Calf, Olney Club, Region II
- Dorothy Semon, Red River Club, Region III
- Melinda Montgomery, North Harris Montgomery County Club, Region IV
- Norma Pratt, Amarillo Club, Region V
- Michelle Jenkins, Amarillo Club, Region V
- Sheryl Minear, Abilene Club, Region V
- Sharon Hiss, Great Bend Club, Region VI
- Jacki Grobin, Grand Prairie Club, Region VII

I'd like each member to take a challenge in the coming year: the "2015 Challenge". It's something all of us can do—what are we waiting for? I challenge each member to: 2 – recruit two new members; 0 – not lose a single existing member; 1 – donate one additional hour per month bettering the Association; 5 – positive interactions with others in the community regarding the energy industry or Desk and Derrick. If each member were to accept and meet this challenge this is what we will have accomplished by the end of 2015: over 6,600 members donating the equivalent of 12 full-time employees and 134,580 free advertisements.

In closing, I hope you remember to give thanks for the infinite blessings and bountiful harvest in your lives. Joy, happiness, health...all these and many more are my wishes for you! Happy Thanksgiving!

*Linda Rodgers*