

Published by the Desk and Derrick Club of Tulsa  
[www.tulsadandd.net](http://www.tulsadandd.net)

Editor: Susan Cook

July 2, 1976 – July 4, 2014

No, that's not a typo. I intended to write July 2<sup>nd</sup>. Do you know why?

While we observe the 4<sup>th</sup> of July as our federal holiday in remembrance of our nation's independence from Britain, it does not reflect the date that our Declaration was signed or brought before Congress. Actually, the vote to secede was made on July 2, 1776. Thomas Jefferson has long been considered the Declaration's author but actually, the document took two days to prepare by Jefferson along with John Adams, Benjamin Franklin, Roger Sherman and Robert Livingston. It was signed by 56 people; the last signature being given on August 2, 1776. And the British King, George III, didn't receive the document until August 30<sup>th</sup>. So, you see that we had all sorts of dates from which to choose to honor. The first four or five years after its signing, the young nation was too busy to really celebrate. As years passed, people were reminded of what their forefathers had fought for and the national holiday became one to enjoy. In another 70 years, it became a federal holiday and steadily grows each year.

I learned most of this from a radio announcement last week. The closing statement was a pondering of whether there would be 56 people in the U. S. today, willing to sign such a document. The spokesman didn't think so; I knew he was wrong. I know 56 people in the Desk and Derrick Club of Tulsa willing to sign such a thing—willing to fight for it's purpose, and I'm proud to celebrate with you this year. - Susan Cook, Bulletin Editor



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## Greater Knowledge



## Greater Service





# Education - The Key to Our Future

## July Luncheon Meeting

Wednesday,  
July 9, 2014  
at 11:30 a.m.

### **The Summit Club**

15 W. 6<sup>th</sup> St.  
31<sup>st</sup> Floor of BOA building  
Downtown Tulsa

**\*FREE PARKING\***

### **Luncheons include:**

Meal, Tea, Coffee & Dessert

**NOW ACCEPTING  
CREDIT CARDS!**

### **Cost:**

Members-\$27

Non-Members-\$32

**\$2 DISCOUNT FOR  
CASH/CHECK**

### **Make your reservations**

**NO LATER THAN**

**12:00 p.m. on Monday,  
July 7th**

with Laura Disinger,  
reservations@tulsadandd.net  
or 918-845-8365

**\*Parking garage entrance  
off Boulder. Get ticket  
and have it validated at  
check-in.**



## The Tulsa Oil Drop

### **Speaker:**

Mr. Chuck Salser  
Environmental Scientist for  
**benzol** Edmond, OK

We learned last month that returning speaker, Chuck Salser, has 25 years' experience in Environmental Science. That came AFTER serving in the U.S. Air Force and graduating as an Aviation Meteorologist.

Chuck's second topic is a presentation about a new software, entitled "EnZone", which was developed by the Benzol Group. It is a cloud-based compliance organization system based on the fact that having information written down doesn't necessarily mean it is organized." This software:

1. Can store, organize and maintain documents online.
2. Provides access to data anywhere via mobile technology by authorized personnel.
3. Provides map-based spatial overviews of facilities.
4. Keeps info current and reminds you if compliance is expiring.
5. Easily sort and search for individual facility info.
6. Back up data nightly and export to Excel
7. Is compatible with most brands of compliance documentation.

**\*Club Rules for Luncheon Meetings:** Reservations must be made for Luncheon meetings. If you make a reservation and are subsequently unable to attend, you may send a substitute in your place. However, if you don't attend, you are still responsible for the luncheon fee. We must pay the Summit Club for the number of luncheons reserved, so must ask our members to reimburse us for the lunch if they made a reservation, whether it was used or not. You may attend the meeting for no fee if you wish to abstain from the buffet (no lunch=no charge) but you still need to notify the Contact Chair of your plans at [reservations@tulsadandd.net](mailto:reservations@tulsadandd.net).

Our Bylaws state:

"A member who fails to attend the meal meeting after making a meal reservation is obligated to reimburse the Club for such meal charge. If the meal charge is not paid within thirty (30) days, subsequent to the missed meeting, the member shall not be considered in good standing and all privileges of membership will be forfeited. Such forfeited membership may be reinstated by approval of the Board of Directors."





# Education - The Key to Our Future

DESK AND DERRICK CLUB OF  
TULSA  
MEMBERSHIP MEETING 6/11/14

## The Tulsa Oil Drop





# Education - The Key to Our Future

Membership Meeting Minutes  
June 11, 2014  
by Vicki Barnes, Secretary

## The Tulsa Oil Drop

President Kay Williams welcomed attendees to the May Membership Luncheon Meeting of the Desk & Derrick Club of Tulsa. Kay introduced our speaker and guests. Our guest speaker today was Chuck Salser with Benzol Group a division of The Environmental Compliance Group. Chuck brought Jordan Gaines as a guest. Other guests that were present were Desha Johnson with WPX, guest of Angela Williams and Katia Hopkins also with WPX was a guest of Kim Dent. Katia was a past editor of our Club's monthly bulletin. She received recognition as the First Place winner for the AIMEE Award for Large Bulletin at the Region meeting in El Dorado this year. The First Place Award winners from our Region will be sent for judging at the Convention in Lafayette against the First Place winners from each of the other Regions. We are proud of Katia's contribution to the Club and want to wish her good luck at the Convention. The Desk and Derrick Club of Tulsa is a non-profit organization, and our purpose is to promote the educational and professional development of individuals employed in, or affiliated with, the petroleum, energy and allied industries. If you would like more information on our local club, please visit our website, [tulsadandd.net](http://tulsadandd.net), and you can find information about our international organization, The Association of Desk and Derrick Clubs, at their website, [addc.org](http://addc.org).

The invocation was given by Dee Jansen. President Kay invited our guests and club members to start the buffet line.

**AFTER LUNCH:** Madam Parliamentarian Marilyn Trout advised that a quorum was present, and the business meeting was called to order at 12:02 p.m.

**PRESIDENT REPORT:** Kay Williams, our President informed us that our Treasurer's Report to the Board of Directors on Monday June 2nd, was approved and the report will be filed for review. Any member who would like a full copy of the report can contact Laura Louser. She will be happy to provide a copy. Starting with in July, Kay will give a brief summary of the Club's Budget vs Actuals in the Club News each month.

2014 Convention packet, for Lafayette, LA in Sept, is now available on our website and on ADDC's website. Early registration is highly recommended, as the hotel rooms go fast, and the field trips have limited space. Once you have registered, please notify our Convention Chair, Jill Klein.

The Pipeline and Energy Expo will be held at the Cox Business Center, August 25<sup>th</sup> – 27<sup>th</sup>. Our Club will have a booth at the Trade Show from 9:00-5:00 on the 26<sup>th</sup> and signup sheets for 2 hr. shifts are located on the registration table. We will need 2-3 volunteers to meet there Monday evening for about 1 hour to help set up the booth.

(continued on next page)





# Education - The Key to Our Future

## The Tulsa Oil Drop

Membership Meeting Minutes  
June 11, 2014  
by Vicki Barnes, Secretary

### **PRESIDENT REPORT (continued from previous page):**

Reminder that our Education Chair, Sarah Kuegel, has arranged two discipline related networking lunch opportunities. Land Technicians on Tues, June 17<sup>th</sup>, Operations, Reservoir, HSE & Regulatory on Tues, July 15<sup>th</sup>. Both will be held at the Olive Garden in Utica Square @ 11:45. Please RSVP to Sarah no later than NOON the Friday before the meeting. Be listening for more upcoming networking opportunities.

**PROGRAM:** Kay introduced our speaker Chuck Salser with The Benzol Group. After nearly ten years in the military, Chuck has served the private sector in a variety of roles including television and radio. Chuck is an accomplished communicator and has a great passion for helping owner/operators understand the regulatory process. After the presentation, President Kay thanked him, presented him with a gift for speaking, and noted that a donation will be given in his name to the ADDC Foundation. The Foundation, which is a non-profit organization, provides full or partial support for workshops, symposia, and seminars, research, certification programs and educational outreach projects to help further the knowledge of our members and employees in the petroleum, energy and allied industries.

**UNFINISHED BUSINESS:** Last month, Kay announced that the Club would be acquiring some Squares to process credit card payments. We are in possession of them; however, we are making sure we have all the requirements and legalities covered for their use. Watch the upcoming Club News for developing information.

Kim Dent gave the results of our Hasty Bake fundraiser. We sold 245 tickets for a total of \$1225. Marie Ellenberg sold 42 of our total tickets and received a \$25 gas card. The Winner of the Hasty Bake was Marilyn Trout.

**NEW BUSINESS:** June marks the middle of the year and the Board of Directors would like to know how we are doing. Within the next couple of weeks, you will be receiving an email survey. Please fill it out and return it as soon as possible, so that we can make plans for the rest of the year to be full of fun, education and enlightening experiences. Your comments and suggestions are always appreciated.

Our Membership Chair, Jill Klein, acknowledged and pinned Misty Lawson, Brooks Williamson and Julijana Cone as our most current new members. Jill gave a professional tote bag to Dorothy Lenhart and Angela Williams as recognition for bringing a guest.

In closing, Kay reminded us that *Education is the Key to our Future*. There being no further business, the meeting was adjourned at 12:49 p.m.



# Education - The Key to Our Future

## The Tulsa Oil Drop

“New Quad O Air Emissions Standards” for Oil and Gas Companies

June 11, 2014 Presentation Recap

By Alesia Bailey

Chuck Salser, Senior Analyst and Environmental Scientist from Benzol Group, was our guest speaker at the June meeting. Jordan Gaines, Benzol’s Compliance Advisor, accompanied Chuck as well.

Chuck graduated from the U. S. Air Force College of Aerospace Doctrine, Research, and Education (CADRE) as an Aviation Meteorologist before serving in the First Gulf War and Operation Southern Watch providing weather support for the no fly zone over southern Iraq and northern Kuwait. Desk and Derrick would like to thank Chuck for his service to our country!

Chuck took what he learned in the military and transitioned successfully into careers in radio and television and is now devoted to helping owners/operators understand oil and gas regulatory processes. If you were not able to attend, you missed an enjoyable presentation on what could have been an otherwise dry topic! Chuck had a great sense of humor and presence because “that’s how we talk in the South!”

Opening with a brief history of the EPA’s Clean Air Act and important milestones related to the creation of criminal sanctions, progress and goals, emissions reduction and detailed permitting, Chuck then focused on the Clean Air Act 40 CFR § 60.5360-60.5430 Subpart OOOO or abbreviated to Quad “O” which attempts to reduce air emission levels on wells and building storage facilities or tank batteries to 6 tons per year (tpy). These emissions can contain dangerous levels of volatile organic compounds such as benzene and toluene.

Owners/operators will be placed into three categories for reduction compliance:

- Existing Groups – wells and tank batteries placed into effect prior to August 23, 2011 fall under the previous rule of 25 tpy emissions
- Group 1 – storage facilities built between August 23, 2011 and April 12, 2013
- Group 2 – storage facilities built after April 12, 2013

Groups 1 and 2 will be subject to the deadlines to reduce emissions to 6 tpy through the use of flares, vapor combustors or vapor recovery units. Of special note, even owner/operators who are grandfathered into the Existing Group of 25 tpy will be required to meet the new stringent standards if storage facilities are modified in any way or tank batteries are relocated. Significant changes in production will change volumes of emissions, so all owner/operators need to be aware of their levels. Violation fines average \$32,000 and Chuck shared that in the first quarter of 2014, over 12,000 EPA inspections had resulted in \$2.9 million in fines.

Chuck has authored a white paper entitled *Quad “O” Made Easy* that goes into much greater detail and is available for the asking. [Please contact the Bulletin Editor ([susan@elsonoil.com](mailto:susan@elsonoil.com)) for a copy.]



# *Education - The Key to Our Future*

## The Tulsa Oil Drop

### President's Letter

Dear Members,

As we enter into the last half of the year, it is a good time for reflection. It's a time to review our goals we set, and see where we are, where we need to be and what we need in order to succeed. It's a time to set new goals to be achieved by the end of the year. How can we hope to get where we want to be, if we have no plans in place of where we are headed and how to get there? Whether we set one major goal for ourselves or several small short-term ones, it is important to have something to work towards and to feel the sense of achievement once we complete the task. Each of us should do this, not only in Desk and Derrick, but at our jobs and our personal life. In all three of these areas, each of us has the ability to achieve

### ***GREATER KNOWLEDGE, GREATER SERVICE!***

One of my goals at the beginning of the year was to attend a seminar titled "Dealing with Difficult People". (Not that there are any in my life right now, but just in case!) I attended that seminar last week, and much to my surprise, I learned more about myself than I expected! The seminar was more about how to communicate with the four basic personalities to reach a common goal. The main lesson I learned from this seminar is that no matter what your personality traits are, or how difficult it may be to work with someone to achieve that goal, the bottom line is: You first must HAVE a goal, and then set a plan of action to achieve it.

What is YOUR goal for Desk and Derrick? Networking, Education, ADDC President? Whether you want to be more involved or sit on the sidelines, set a goal for yourself and take the steps to achieve it. The personal gratification you get will help make the next goal you set easier to achieve.

So take a moment to reflect where you are as a member of Desk and Derrick, where you want to be, and what you need to do to get there. Then speak with any of our Board members and/or our seasoned members, and see what they can do to help you achieve that goal. We are here to help you grow.

Be safe and enjoy your 4<sup>th</sup> of July holiday; I hope everyone has a BLAST!

***Education is the Key!***

Regards,

*KWms*



# *Education - The Key to Our Future*

## The Tulsa Oil Drop

### Vice President's Letter

Date of Report: 6/26/2014

Board Position: Vice President

Name: Dorothy Lenhart

Report: Vice President Report

**Correspondence Sent Out:** Sympathy cards were sent to the families of Marianne Burgeson (Region IV) and Jo Gilmore (Region IV) for their recent passing in early June. A Sympathy card was also sent to Sharon Grocutt of the Alberta Foothills Club for her husband's passing on June 5<sup>th</sup>, and to Lori Landry for her father-in-law's passing late June.

**Correspondence Received:** A Thank You card was received from Kathy Martin and family for the Sympathy card our club sent for her mother-in-law's passing.

**Employment Opportunities Sent Out To Membership:** There were 4 job openings from Laredo Petroleum – Land Advisor, Petrophysicist, Production Analyst, and Operations Clerk, and a job posting for Production Analyst at BRG.

Recommendations and/or Motions: None





# Education - The Key to Our Future

The Tulsa Oil Drop



## THE PIPELINE + ENERGY EXPO

SAVE THE DATE! AUGUST 25-27, 2014

Mark your calendars for The Pipeline and Energy Expo 2014. The Expo showcases Oklahoma's energy industry and provides opportunities to network with suppliers, operators, and potential clients from across North America and around the world. The Expo includes a trade show, professional development training, expert industry speakers, silent auction and benefit dinner, benefit golf scramble, and networking functions.



Join us on LinkedIn and Facebook for event updates.

Please contact the Tulsa club President, Kay Williams, if you are interested in volunteering for this event. It's a good way to foster a positive image of our organization in front of the general public. The club usually gets free booth space to use as a marketing tool for new members and/or to sell Abbreviators.





# Education - The Key to Our Future

## The Tulsa Oil Drop




Member Marilyn Trout had luck on her side when the drawing was held at our last membership meeting. She won the coveted grill, a favorite with Tulsa locals.

Hasty Bake cut us a deal on the purchase price of the grill. Club members sold tickets for the drawing; many of you also bought a few of your own. Thanks to this one fundraiser, we sold \$1225 in tickets.

Marilyn says she loves the new grill and that her family has already smoked ribs and charcoaled pork chops with it. She believes that the 4th of July weekend will see it get even more use.

Club members thank Committee Chairman, Kathy Farris, for her efforts on this event. Additionally, no money could have been raised without the assistance of all of the ticket sellers and purchasers. Way to go Team Tulsa!



**MEMBERSHIP COMMITTEE**

# **Membership Drive Contest**

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*Greater Knowledge - Greater Service*

The Desk and Derrick Club member who signs up the most new members between July Membership Meeting (7/9/14) and September Membership Meeting (9/10/14) will be awarded \$100 for their efforts. (New members must submit their application with payment no later than September 10 and must note on their applications which member referred them to D&D. )

Anyone needing recruitment materials, such as our club brochures, should contact Membership Chair, Jill Klein.

Jill R. Klein, Sr. GeoTech  
SM Energy Company, Inc.  
6120 South Yale, Suite 1300  
Tulsa, OK 74136

918-488-7667 (direct)  
918-488-7600 (reception)  
903-930-7075 (mobile)  
Jklein@sm-energy.com





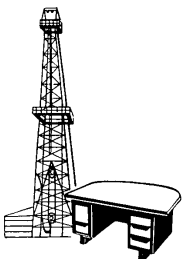
Dear Members,

A new survey has been created for the membership. The survey is located at <http://fluidsurveys.com/surveys/addc/addc-summer-2014-membership-survey/>. It should take about 10 minutes to complete and we are trying to get responses from as many members as possible. This information will be used to help in the planning the future of ADDC. Please let me know if you have any other concerns or questions about the survey or anything that might not be covered in the survey.

The board has approved to move forward with getting a smart phone App for ADDC. Region VII members Pam Berg, April McLachlan and Christina Forth-Mattews will be working on the project. They will be reaching out to a local university or tech school to do the App at little or no cost.

*Deadlines for the summer...*

- *Early bird registration for 2014 Convention due July 15<sup>th</sup>.*
- *Deadline for Distinguished Service Award and Special Achievement Award entry forms is July 15<sup>th</sup>. Please go to the website and look at the criteria for the awards and consider making a nomination.*
- *ADDC Convention Credentials Form is due August 1<sup>st</sup>.*
- *Don't forget that your program reports are due even if you don't have a meeting during the summer.*



ASSOCIATION OF  
DESK AND DERRICK  
CLUBS

Abby Johnson  
Region VI Director



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AOC International

July 2014

Change can be a scary word and is often thought of as taking on risk, but change is about becoming different or new. In fact, change is sometimes associated with connecting the dots between old and new but change isn't about coming up with something that has never been conceived, but rather about connecting two ideas in a new way.

This year, the ADDC Board has worked diligently on connecting the dots between holding on to what is valuable and true and offering members what they want based on survey results. It reminds of a quote by Tony Robbins, a renowned life coach author, who said "By changing nothing, nothing changes." We are constantly growing and changing!

As members, clubs and regions, we must attempt to connect the dots, continually growing and changing in new ways. Because we are divided into clubs and regions, we separate our knowledge bases. Without a mixing of knowledge, new connections are often more difficult. This is the reason that companies like Google structure their building in a way that encourages interactions between different sectors of their organization which normally wouldn't interact.

There are four ways the Association can encourage these connections:

1) Continue to Learn: The more we learn the more potential connections we create. Adding knowledge is like adding more dots to potentially connect. For members to build their knowledge base they can attend club meetings regularly; write an article for their newsletter, the ADDC Insight or DDJ; view one of the online webinars we offer; or attend region meetings and convention.

2) Employ the Know-How: In order to utilize the new knowledge, application is important. It is not just about what new knowledge we can add but how we can connect that knowledge to our existing clubs and communities. What separates vibrant organizations from the rest is that they connect new knowledge to their existing experiences to build new connections that didn't exist before. Next time a member writes an article or attends a region meeting, members could discuss how those new ideas apply to their club. How about discussing these new bits of knowledge with your employer? Why not volunteer to serve on as a region committee representative?

3) Relate the Knowledge: The connections in #2 happen all the time. The problem is we often don't recognize and save them. Keep track of your knowledge! Whenever you acquire knowledge or have a new experience, document it! Connections don't happen all the time and they don't always happen in the office. They can occur at home, in the car, at a club meeting or talking to a friend. Any new knowledge you added to your base could be potential new dots to be connected to old ideas, but this sometimes takes time to recognize. Capture this knowledge by writing an article for the DDJ, Insight or club newsletter. Attend convention and learn something new!



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Frontier IS Denardo Estwing LLC

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**Christina Forth-Matthews**

ACG International

4) **Make Connections:** When we connect our internal knowledge with other members in our organization through regular club meeting attendance and interaction, there is far more potential for connections and new ideas. By learning and connecting to what other members are working on we increase the opportunity to develop new ideas in our own clubs and regions.

Everyone has potential great ideas. For the benefit of your clubs, region and the Association, take advantage of all learning opportunities, provide time to connect the pieces of knowledge, harvest and store the knowledge, or network with others. So next time you are asked to serve on a committee, make a presentation, or write an article, seize the moment!

Convention is just around the corner (less than 3 months away) and the Lafayette Club is working very hard to finalize the arrangements. I truly hope many of you will be able to take advantage of the opportunities that are available.

Remember, the registration fee will be \$250 after July 15<sup>th</sup>, so why not take advantage of the lower rate before then and get it in by the earlier deadline. The extra money could pay for one of the many exciting seminars being offered.

The next survey has been published. Please take the opportunity to participate! The survey is located at <http://fluidsurveys.com/surveys/addc/addc-summer-2014-membership-survey/>. It should take less than 15 minutes to complete and we are aiming for 100% participation from our membership! The 2014 Board truly appreciates your feedback and concerns and we will bring them up for discussion at the Pre-Convention Board meeting.

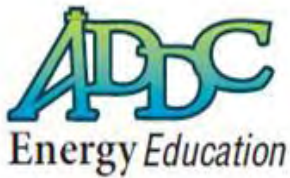
I know many clubs take the summer off and so I wish each of you a great summer. Happy Canada Day on July 1<sup>st</sup> to our Canadian members and Happy Independence Day on July 4<sup>th</sup> to our American members. Also, enjoy your vacation if that is in your plans and travel safe.

*Linda Rodgers*

### Upcoming events:

2014 ADDC Convention – September 24-28





**TRADE SHOW  
COMMITTEE**

**Judi Adams  
Co-Chair**

**Sharon Hiss  
Co-Chair**

**Judi Adams**  
Trade Show Co-Chairman

[dandd.judi@gmail.com](mailto:dandd.judi@gmail.com)

**Sharon Hiss**  
Trade Show Co-Chairman

[Shiss@greatbend.com](mailto:Shiss@greatbend.com)

July 1, 2014

Dear Members,

Summer has arrived, well officially on Saturday, and everyone is busy with many activities.

There continues to be clubs attending trade shows and conferences, which is wonderful and exciting.

I am sure there are many individuals that have learned a great deal about the Association of Desk and Derrick Clubs and that is because so many dedicated members have taken time from their schedules to promote the organization. Many thanks to those clubs who have put Desk and Derrick in the spot light.

Please remember when requesting display materials to give Andre' several weeks of notice so he can get materials ready to ship and also please copy both Judi Adams and myself so we can help should questions arise.

Have a great summer and keep up the good work.

Sharon Hiss  
ADDC Trade Show Co-Chairman



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Brehm Oil Company

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**Sharon Blackwell**  
Rainbow Rental & Fishing

REGION IV DIRECTOR  
**Rebecca (Becky) Perez**  
Petroleum College International

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

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

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

**Barbara Pappas**  
2014 ADDC Leadership Chairman

Cobra Oil & Gas Corporation  
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[bpappas1@ymail.com](mailto:bpappas1@ymail.com) H

July 1, 2014

Dear Membership:

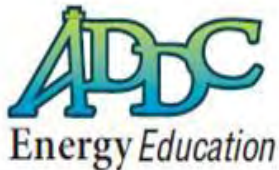
The Leadership Committee is still in full swing to bring you more of what you have been asking for: Leadership, Communication, and Education!

The ADDC site is constantly updating to give you educational webcasts, webinars, and video tutorials to assist in improving your leadership and professional career. These can be found on the "**Education**" tab of the new ADDC site and choose "**Webinars**". You can also find energy events happening in your area on the right-hand side of the ADDC site homepage marked "**Energy Events**". These events have been sorted by United States and Canada and are in chronological date order for 2014. The Leadership Resource Committee encourages you to take the opportunity to view these events and webinars! Please note, some of the live webcasts require you to make a reservation to attend online.

The Leadership Resource Committee is listening and we look forward to your feedback. You can contact me at [bpappas1@ymail.com](mailto:bpappas1@ymail.com) or your regional representative.

Sincerely,

Barbara Pappas  
2014 ADDC Leadership Chairman



Sharon Hiss  
Public Relations Chairperson

131 SE 40 Rd  
Great Bend KS 67530

620-793-3874 (o)  
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[Shiss@greatbend.com](mailto:Shiss@greatbend.com) (o)

July 1, 2014

**PR COMMITTEE**

ADDC Chairperson  
**Sharon Hiss**  
Great Bend

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**Natalie McClelland**  
Buckeye

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**Karen Thomas**  
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Alberta Foothills

ADDC Board Contact  
**Lori Landry**  
Lafayette

**Distinguish Service  
Award**

**Special Achievement  
Award**

**Greater Knowledge**

**Greater Service**

Dear Members,

I never realized just how complicated the definition of public relations really was, until I decided to do some research. If you look up the definition there are many.

The web defines public relations as:

1. Promotion of favorable image; the practice of profession of establishing, maintaining or improving a favorable relationship between an institution or person and the public.
2. Public image; the relationship between an institution or person and the public with respect to whether that institution or person is seen a positive or negative light.

I pushed on and dug deeper, to find out there is a public relations organization. The last time the public relations organization updated its definition of public relations was 1982. The definition was; "Public Relations helps an organization and its publics adapt mutually to each other."

In 2011 the organization made an effort to update the definition due to the age of social media. There were 927 definitions submitted from Nov. 21 - Dec 2 2011, and there were 3 finalist chosen. There were 1,447 votes cast and the winning definition received 671 of those votes. The new definition for public relations named by the public relations organization is. "Public Relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics."

The organization stated, "It's a great opportunity for us to define who we are." "The important thing is being transparent; what people are looking for is honesty and clear communications."

So why is public relations important? The main goal in any medium, of public relations, is to make the public aware of what your organization is, what your organization offers, and what it does. The function of PR is to improve the channels of communication between an organization and its key audiences and to institute new ways of setting a two-way flow of understanding and information.

When we look at our organization, are we transparent, are we honest with our members, are we teaching them to channel what we are, what we offer and what we do?

Sharon Hiss  
ADDC Public Relations Chairperson





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**André Martin**  
Association Distribution Office Manager (ADO)

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Email: [ado@addc.org](mailto:ado@addc.org)  
Website: [www.addc.org](http://www.addc.org)

July, 2014

Greetings from ADO!!!

We are all settled into the new location and things seem to be running smoothly. Again, thanks to all who helped with this relocation. Your time and energy are extremely valued.

**\*\*\*Use CURRENT Forms from Website Only!!!\*\*\***

Forms are constantly being updated and/or removed from the ADDC website. Please, before you send anything to the Board, ADO, Committee Chairs, etc., check the website and use the most current form. For instance, I'm still receiving OLD or modified Member Application Forms. ***Please discard any former form you have used in the past.*** At ADO we strive to keep everything as uniform as possible. If you modify a form to use for your local Club, and then send that same form to ADO, we may or may not capture the same information. I need your help to maintain consistency.

Also, if you have yet to register for the Convention, please use the most current form in this section as well. Many people, I believe, made a copy of the form when it was first uploaded to the website. This form has been modified as we were having issues when registrations were initially faxed to ADO. The most current form has corrected that problem. Also, as events reach their max limit, we will update the form to reflect that change.

**\*\*\*No Credit Cards number via Email\*\*\***

We have an agreement with our credit card processing company that we will not receive or process CC information via email. Some have sent in their Convention Registration, EAB Order Form, or any other type of payment that comes to ADO via email with their card number included. ***Please know that these emails are deleted unopened.*** My practice is to send a reply email to you stating what has happened. Again, please help us out and follow the instructions on the order forms.

**Check your individual listing in the ADDC Directory**

On average once a month the ADDC Directories are updated. These updates include New Members, Job Changes, Name Changes, Address Changes, etc. I encourage each member to go to the ADDC website and look at their individual listing. You are listed by Region/Club as well as Alphabetically by your last name. The forms used are searchable .pdf's. If you do not notice your name or something has changed, please send me an email and we'll correct your listing. If you have changed Jobs or your location please use the *Change of Address form* found in the Members Only -> Forms section of the website. Please send this to me ASAP so we can update your listing.

Thank you for your help and attention to the aforementioned. Have a wonderful summer!!!

**André Martin**  
Association of Desk and Derrick Clubs



# july 2014

sunday	monday	tuesday	wednesday	thursday	friday	saturday
29	30	1	2	3	4	5
6	7	8 Happy Birthday Karen Chism	9 Membership Meeting Lunch	10 Happy Birthday Pam Sanders	11	12
13 Happy Birthday Marie Ellenburg	14	15	16 Happy Birthday Virginia Calhoun	17 Happy Birthday Laura Disinger	18	19
20	21	22	23 Happy Birthday Danielle Harris	24 Happy Birthday Shelly Gravitte	25	26
27	28	29 Happy Birthday Gaye Marrs	30	31	1	2
3	4 Board Meeting	5	6	7	8	9

notes



# Education - The Key to Our Future

The Tulsa Oil Drop

## Editor's Letter

By Susan Cook

July 2014

Hi All,

The year is halfway over. Have you signed up for a committee? Have you written an article for the bulletin? Did you participate in the Association's Membership Survey? Did you attend a Field Trip? Did you go to Regional Meeting? Are you planning to run for an office for 2015? Do you plan to go to the ADDC Convention?

I know, I know—you can't do it all. It's true—you can't. But if you do one thing and I do one thing and so on so on so forth, we can accomplish a successful 2014 for the Tulsa Club. Think about it. Together, we are much stronger than we would be alone.

If you need more information about any of the above questions, please see a member of the Board of Directors. If you don't know who they are, that's a great place for you to begin your quest!

Sincerely,

- Susan

**Note:** All submissions to The Tulsa Oil Drop can and shall be edited as necessary. Viewpoints expressed by submitters are those of the writer and not necessarily of The Desk and Derrick Club of Tulsa or the Association of Desk and Derrick Clubs (ADDC). Email: [susan@elsonoil.com](mailto:susan@elsonoil.com) with questions.