

Published by the Desk and Derrick Club of Tulsa
www.tulsadandd.net

Editor: Kathy Staton



OUR BOARD OF DIRECTORS 2018

PRESIDENT	DOROTHY LENHART
VICE-PRESIDENT	KAY WILLIAMS
SECRETARY	VICKI BARNES
TREASURER	KENDRA WARE
DIRECTOR 2017-2018	KAREN CHISM
DIRECTOR 2017-2018	PAM SANDERS
DIRECTOR 2018-2019	BETH HESLING
DIRECTOR 2018-2019	KATHY STATON
IMMEDIATE PAST PRES.	JONATHAN SLAY
PARLIAMENTARIAN	VAL BODE

Inside this issue:

Index	1
AUGUST Social	2
Tulsa President's Letter	3
July Meeting Recap	4-5
July Meeting Pics	6
Leaders' Letters	7-9
Field Trip-Elsing Museum Review	10
Tulsa, Oil Capital of the World	11-12
Tulsa Club News	13-15
AUGUST Calendar	16
In Closing	17





Desk & Derrick Club August Social

When: Saturday, Aug. 18th 5:00-9:00pm

Where: Jenks Aquarium

Cost: \$10 per person

Food/Activities:

- Variety of delicious food trucks
- Live music from *Moonshine Miracle*
- Porthole Bag Toss
- Giant Connect 4
- Giant Jenga
- Aquarium exhibits and touch tanks



*This is a family social event, so children and spouses are welcome.

Please **RSVP** at reservations@tulsadandd.net **by Wed, Aug. 15th** to let us know if you will be attending. We hope to see you all there!



PRESIDENT'S LETTER

August 2018

Dear Members,

I was so pleased to join some of you and your families on a field trip to the *Elsing Museum* in July. It was an awesome display of some of the most amazing rocks, gems, and other minerals that I have ever seen! Our tour guide was very knowledgeable and passionate about the history and preservation of these artifacts, and was able to lead us through each exhibit explaining where certain rocks were found, how they are used and some unique characteristics.

Some of my favorites were:



An oriental carving from **Cork**, an impermeable buoyant material obtained from the cork oak tree. (above)



Itacolumite – a rock that bends like a piece of rubber (flexible sandstone). (above)



Geode – ordinary looking rocks with hollow cavities lined with crystals or artful images. (left, above)



I hope that more of you get a chance to visit this hidden treasure located on the beautiful ORU campus. It is definitely worth the trip!

Next up... this year our August Social will be held at the *Jenks Aquarium* on Saturday, Aug. 18th from 5-9pm. This is a great opportunity to get to know the other members of our club better, while enjoying great food, games, live music, and, of course, the exhibits. You don't want to miss this **CRAZY** fun event!

Our **Nominating Committee** will be reaching out to members this month to fill our 2019 board positions. If you've never served before, this would be a great opportunity to learn more about the club. And if you have served before, this would be a great chance to be a mentor. See you all soon!

Dorothy Lenhart, 2018 President



Digital Marketing in the Oil and Gas Industry

It's a fast paced world we live in today. What does it take to get us to stop scrolling on our phones and notice a marketing campaign? How can the oil and gas industry use digital marketing to get us to sit up and take notice?

Those questions were answered at our July luncheon meeting by Mr. Jared Stone, founder of Stealth. Jared is an experienced marketing and communications manager in the oil and gas, and various other industries. His efforts have received recognition from several high profile magazines and newspapers.

Jared's marketing strategy for Gardner Denver Pumps was featured in Forbes Magazine in 2013. A highlight of the article was a quote – “As Mercedes is to cars, Gardner Denver is to pumps.” This is what Jared describes as “**Aspirational Branding**”, knowing what your customers' aspirations are and how you can help them achieve them. Other examples of aspirational brands are: NIKE and APPLE.

NIKE doesn't sell shoes. They create athletes.

APPLE doesn't sell computers. They arm artists and empower pioneers.

You have to start with **strategy**. What matters most to the oil and gas industry? Here are a few areas that are important to marketing in oil and gas:

- Branding & Brand Development
- Audience Building & Engagement
- Customer Conversion & Retention
- Revenue Growth
- Stakeholder Confidence

A shift is happening in marketing strategies. The traditional **B2B** marketing, or business to business marketing, appealed to the needs of other businesses. Today's trends are leaning more toward **H2H** - human to human marketing. The idea is to get your message out as if you are talking to an actual person.



Another strategy is using word-of-mouth. Create content for your customers to engage with and share across all media channels – digital, video, social, search and traditional. Let your customers do the bragging about your product. Jared shared a story about using digital media for Gardner Denver's booth at the 2014 Offshore Technology Conference in Houston. To compete against more than 2,500 other companies at the trade show, they set up a huge rear projection screen and showed 3D images touting the benefits of their pumps. The audience was blown away. The next day, their booth made the front page of the Houston Chronicle. In 2016, they invested in virtual reality software to introduce a new product for Gardner Denver, proving how digital marketing can be very successful in the oil and gas industry.

Jared loves taking brands to the next level, making them bigger than they ever thought they could be. He closed his program by answering questions from the audience.

From the STEALTH Facebook page:

Perception shifts take precision. To affect real change you need vision and passion. Your audience doesn't need any more white noise or shallow sales pitches. Empower them to engage with you and actually enjoy it.

One of Gardner Denver's trade show booths.





July Meeting Pics



Thank you, Betty Hodge for the pictures!



AUGUST ADDC President's Message



Board of Directors

PRESIDENT

Christina Forth

FFAF Cargo
PRESIDENT ELECT

Terry Ligon

L Chem Tech Company Inc
VICE PRESIDENT

Keith Atkins

Murphy USA Inc..
SECRETARY

Evelyn Green

GBC Minerals, Ltd.
TREASURER

Wendy Sparks

Carl E Gungoll Exploration Inc.
IMMEDIATE PAST PRESIDENT

Maggi Franks

K & E Computer Services
PARLIAMENTARIAN

Marilyn Carter

REGION I DIRECTOR

Carrie Harmon

Marathon Petroleum
REGION II DIRECTOR

Beth Etzkorn

Dee Drilling Co.
REGION III DIRECTOR

Carol Schiavone

REGION IV DIRECTOR

Sue Weaver

Osborn Heirs Company
REGION V DIRECTOR

Andrea McGarrah

EOG Y Resources Inc.
REGION VI DIRECTOR

Casi Nichols

Spur Services LLC
REGION VII DIRECTOR

Tracy Fillmore

Canadian Natural Resources
Limited

Christina Forth
President

36 Shores Drive
Leduc, AB T9E 8N7
Canada
780-887-0450

Christinaf4th@gmail.com

Where has the time gone? We are half way through the year, so maybe next time I won't blink. We have been busy again with a lot of projects on the go. Please have a look at the advertising package that has gone out, what a great way to reach so many people and companies. Thank you, Tracy and Carrie for putting this together from the business strategy plan.

Alicia Young! You have taught us so much about Social Media. Thank you for the hours you have put into this, along with Casi, Wendy and Wayne. Please find us on Face book, Twitter and LinkedIn. This also a part of the business strategy that we implemented.

Val Williams! Thank you for doing the update on our D&D Standard Oil & Gas Abbreviator, 7th Edition. Also, from the business strategy.

We might have a grant writer that has come forward, but we can use another person to help out. We have 3 grants we want to apply for. A Bit of fun Activity books, the 3rd addition are available, please make sure to help promote us through these great books.

As of today, we have 93 people registered for convention. I am getting so excited. We have been working hard on conventions details as well. Thank you, Region II,! Follow #ADDCCon18 for all the latest updates on Twitter. Thank you to members for helping and stepping up with convention and giving speeches, introductions or invocations. I appreciate it so much!

Lori Landry has sent out her report for 2019 Slate of Candidates, please take time and come prepared to convention. First time in a long time we have duel candidates.

Call to convention has gone out as well, other details in the Regional Director reports. Please ensure, Presidents that the CRED2 forms are sent in. September 4th, 2018 is the deadline.

There has been changes to the lay out of the ADDC website. Wayne and I worked hard to get this hopefully easier to read. Thank you, Wayne. Treasure report, 2nd quarter is being worked on and will be coming out to membership shortly. We are currently at 1229 members this year. Let's keep going!

With the new alignment coming in 2019, here are the new Regional Directors: Donna Siburt, 2019 Northeast Region Director. Connie Bass, 2019 Central Region Director. Philana Thompson, 2019 Western Region Director. Evelyn McCurley-Ingram, 2019 Southeast Region Director. Congratulations to all of you!

Until next month,
Christina Forth



Leaders' Letters cont.

Region VI Director's Newsletter



Casi Nichols
Region VI Director

region6rd@yahoo.com

Wendy Simon
Butler County

Tammy Watkins
Enid

Pam Hitz
Great Bend

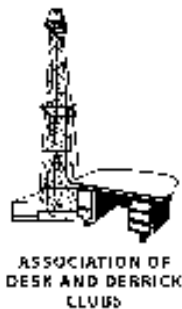
Jamie Sabata
Liberal

Michelle Burgard
OKC

Susan Bullard
Red Earth

Dorothy Lenhart
Tulsa

Abby Bock
Wichita



NOTE: Region VI Director's July letter was not available when the previous Oil Drop was published.

July 2018

Hello Region VI!

I would like to first congratulate Connie Bass on her election as the 2019 Central Region Director Elect. I have no doubt that Connie will do an amazing job leading us next year. She is featured as the Member Spotlight, so read below to get to know her a little better.

We are continuing our plans for 2019 Convention. We have heard back from the hotel and plan to have a finalized contract in place and information sent out to all of the Presidents within the next few weeks. We will also be sending out the committee assignments and sponsorship information. The budget is also being worked on and we hope to have the rough estimate out very soon. Thank you to everyone that has reached out willing to help make this the best convention yet!

I'm planning to start making the rounds within the next month or so to visit everyone in the region. I can't wait to see you all and get to know your clubs even better.

I hope you are all making plans for Convention in September. I would love to have a great representation of Region VI.



Name: Connie Bass
Current City: Bridgeport, TX
Home Club: Graham, TX
Office(s) Served: President, VP of Wise County
Year Joined ADDC: 2008

Current Job: AP Clerk with New Tex Trucking, LLC

A little bit about you: Enjoy crafts, shopping, and being with friends and family. Widow since 2014. Have 1 daughter, Crystal Watkins and she will be 37 in December of this year.

Fun Fact: I have a very dry sense of Humor. Just ask anyone. I love going to concerts with Terry Ligon

Goals for 2018: My goal is to work with everyone on an equal basis to make ADDC grow and prosper back to the way it should be

Leave us with a quote or a bit of advice: The key to Education is the Willingness to Learn.



Leaders' Letters cont.



Region VI Director's Newsletter

Casi Nichols
Region VI Director

region6rd@yahoo.com

Wendy Simon
Butler County

Tammy Watkins
Enid

Pam Hitz
Great Bend

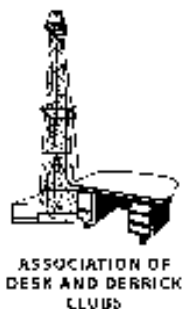
Jamie Sabata
Liberal

Michelle Burgard
OKC

Susan Bullard
Red Earth

Dorothy Lenhart
Tulsa

Abby Bock
Wichita



August 2018

Attention Region VI!

We are 1 month away from CONVENTION! YAY! I am getting excited to gather with all of my ADDC friends as we grow our knowledge and our future in this industry. My spotlight this month is on Convention, so check it out below!

Convention sponsorship letters have been sent out to all of the Presidents so please start gathering those donations! Each club has their assignments for convention and we will begin planning phone calls soon so we can all stay on track! Thanks to everyone for stepping up to help make 2019 Convention amazing!

Be sure to get your credentials and registrations in for Convention ASAP!! See you all very soon!!



CONVENTION

WHEN: September 17-22, 2018

WHERE: DoubleTree by Hilton, 601 Walnut Street Evansville, IN

REGISTRATION: The registration form can be found online under Convention information and you can complete your payment online! Registration cost is \$250 and is due postmarked by August 1st, the fee will go up to \$275.

THE DETAILS: The clubs of Region II are patiently awaiting us to join them on field trips, seminars and fun! Of course, we will be getting down to business during this time, so be sure to check out the candidates and issues so you can be prepared for some great discussion and planning! Convention is a way to get your members hooked on ADDC and all of the great things we have to offer, so promote, promote, promote! New members are especially encouraged to attend convention so they learn the ins and outs of the Association.

As always, I am very excited to see where this year leads us as we continue to better our organization. Most of all, I can't wait to see YOU!! So, complete your registration, pack your bags and I'll see you in just over a month!!

MARK YOUR CALENDARS!

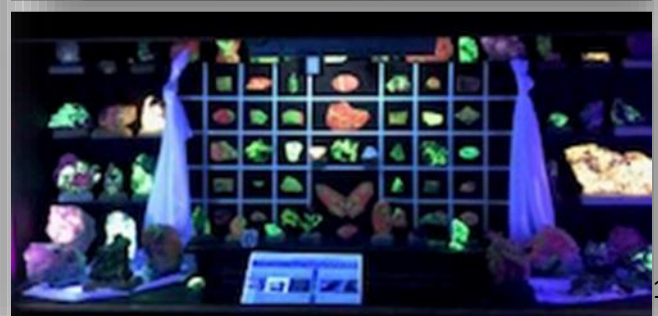
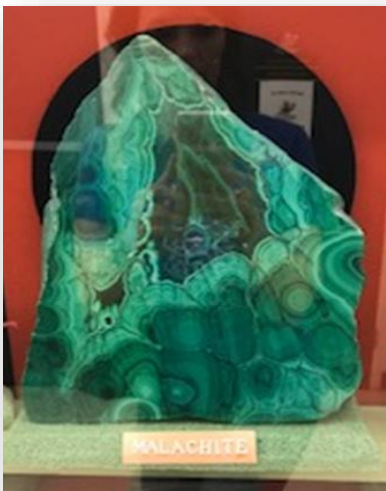
67TH ANNUAL ADDC CONVENTION AND
EDUCATIONAL CONFERENCE
SEPTEMBER 17-22, 2018
EVANSVILLE, IN



Elsing Museum Field Trip Review

by Jill Klein

The rock collection at the Elsing Museum was one of the best I have ever seen. He often had the raw form and the finished form or product. Each specimen was a beautiful example of the mineral. In addition, there were other impressive collections such as Indian arrowheads and petrified wood. The thing that made our tour best was a student that was very educated on the museum, she told us a lot of interesting facts about the minerals and about the collections. The school has a laboratory where geology students and members of the mineral society can cut their rocks, we could hear the saw being used while we were there.





Making Tulsa “Oil Capital of the World”

The Glen Pool discovery of “light and sweet” oil on the Creek Indian Reservation in 1905 would soon make Tulsa the “Oil Capital of the World.”

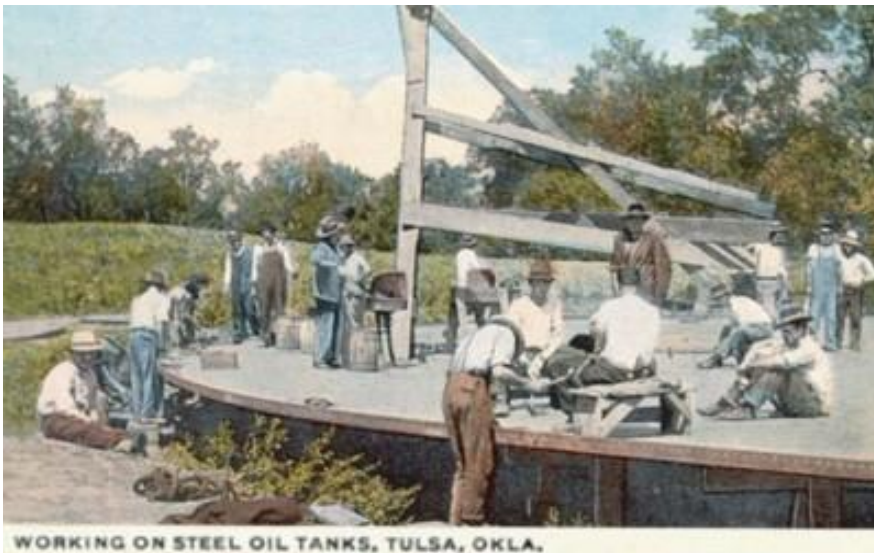


By 1920, Tulsa is home to 400 petroleum companies, two daily newspapers, seven banks, four telegraph companies – and 10,000 telephones.

On a chilly fall morning in 1905 – two years before Oklahoma becomes a state – oil was discovered on the Glenn family farm south of Tulsa. There soon were hundreds of wells producing so much oil that the land was called the Glen Pool (or Glenn Pool), now the Tulsa suburb Glenpool.

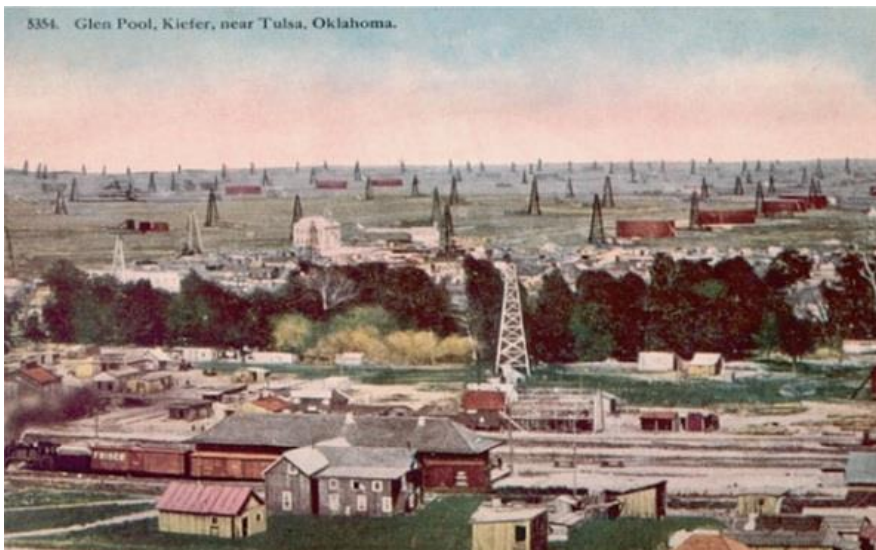
This November 22 oilfield discovery launched a drilling boom that made headlines worldwide. With daily production soon exceeding

120,000 barrels, Glenn Pool exceeded Tulsa County’s earlier giant, the Red Fork Gusher, and even the mighty Spindletop Hill discovery near Beaumont, Texas, four years earlier.



and the Arkansas River by the name of Tulsa.”

The two men drilled deeper after first penetrating the Red Fork Sands formation with only a small show of natural gas.



8354. Glen Pool, Kiefer, near Tulsa, Oklahoma.

“Black gold from this field helped fuel the nation and brought thousands of people and a new prosperity to Oklahoma,” explains a documentary, “The Glenn Pool Story.”

“Robert Galbreath and Frank Chesley had been alternating shifts on the floor of a cable-tool drilling rig in the Creek Indian Reservation,” notes Norman Hyne, professor of petroleum geology at the University of Tulsa.

“They had paid for the lease and the rig – five dollars a day including driller – with their own money,” he says. “The well was on the banks of a creek located four miles south of an unimpressive, small town on the Frisco Railroad

Then, at a depth of about 1,450 feet, Ida Glenn No. 1 well came in as a 75-barrel-a-day producer of high-quality oil – known as “light, sweet crude.” The well was named for the Creek Indian woman from whom the oilmen had leased 160 acres at three-cents an acre plus a one-eighth interest in any production. Galbreath drilled a second well within 300 feet of his first well and then another. All were producers.

“Unlike the thick, sour oil from Spindletop, the famed 1901 Texas discovery that had already played out, this oil was light and sweet – just right to refine into gasoline and kerosene. The reservoir was shallow, less than 1,500 feet deep, well within the range of the cable tool drilling rigs of that day.”



In 2008, the community of Glenpool dedicated a 28-foot-tall “derrick” to preserve petroleum history.

The wells revealed the 12-square-mile Glenn Pool, and a massive drilling boom began. Even with slow-drilling cable-tools, drilling was cheap because the productive sands were shallow, according to Tulsa author Ruth Sheldon Knowles in her 1959 book about wildcatters, *The Greatest Gamblers*. By the time of statehood in 1907, Glenn Pool has made Oklahoma the nation’s biggest oil producer. “It was Oklahoma’s first major oil field and the richest field the world had yet seen,” explains Hyne in an April 2005 article for the American Association of Petroleum Geologists.

“Unlike the thick, sour oil from Spindletop, the famed 1901 Texas discovery that had already played out, this oil was light and sweet – just right to refine into gasoline and kerosene,” he says. “The reservoir was shallow, less than 1,500 feet deep, well within the range of the cable tool drilling rigs of that day.”

Hyne reports that within two years of the discovery, pipelines are built from the Texaco and Gulf refineries on the Gulf Coast and down from the Standard Oil refinery in Whiting, Indiana, to access the high-quality crude. Numerous other refineries were built in the Glenn Pool area.

Oklahoma Natural Gas Company in 1907 builds a pipeline from the Glenn Pool to provide gas to Oklahoma City. The giant oilfield produced 325.5 million barrels of oil by 1986, and royalties of almost one million dollars a year were paid to Creek Indians who held 160-acre allotments in the field.

A number of prominent petroleum industry figures, including Harry Ford Sinclair, founder of the Sinclair Oil and Refining Company, and J. Paul Getty, received their initial start during the Glenn Pool boom, notes the Oklahoma Historical Society.

“It is said that more money was made on the Glenn Pool oil field than the California gold rush and Colorado silver rush combined,” concludes Hyne, who created a [Glenn Pool Oil Field Educational Center](#) website after the well’s 2005 centennial. The field is now under water-flood (enhanced recovery) and producing primarily from small, marginal wells.

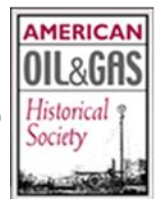
The monument, which illuminates at night, includes granite etchings telling the story of how Tulsa became the “Oil Capital of the World.”

In April 2008, a monument was unveiled in Glenpool’s Black Gold Park by the Glenn Pool Oil Field Commission. A 28-foot-tall “derrick” illuminates at night and includes granite etchings that tell the 1905 story of oilmen Robert Galbreath, Frank Chesley and Charles Colcord. The commission also sponsored publication of *Almost Forgotten — The Amazing Story of Glenn Pool: Oklahoma’s First World-Class Oil Field*, distributed to high schools by the [Oklahoma Energy Resources Board](#). In addition, a documentary educates young people about the 1905 discovery. “Black gold from this field helped fuel the nation, and brought thousands of people and a new prosperity to Oklahoma,” it explains.

“The Glenn Pool Story,” broadcast by the Oklahoma Educational Television Authority, includes archival photos and rare film clips “to tell the compelling story of the Glenn Pool’s impact on America and how, a century later, the petroleum industry still benefits Oklahoma.



This article was taken from the American Oil & Gas Historical Society website





TULSA CLUB NEWS



These ladies attended 'Rock Stars' at the Circle Theatre last month. Our friend, Kristie Ferguson was the moderator. It was a great documentary showing the history of women geologist. It showed the road was hard for the women in the beginning, but the spirit of the women and the love of geology prevailed. It's based on a book, 'Anomalies' written by petroleum geologist/historian/author, Robbie Gries.

Pictured above from left to right in 1st picture, *Alesia Bailey, Val Bode, Vicki Barnes, Kay Williams, Betty Hodge, Jill Klein, Kathy Staton and Eleanor Wilkerson*. Somehow, Alesia photobombed us in that pic – lol.

We received some sad news, Randy Eharb, son of Judi Adams, member of the West Bank, Louisiana club, passed away last month. He was found unresponsive at work, no other details. Randy had been living in North Carolina. Please keep Judi, daughter Stacy and the entire Adams/Eharb Family in your prayers.

REMINDER:
Registration for the
2018 ADDC
Convention in
Evansville, Indiana
on Sept 17th – 22nd
is open!



More TULSA CLUB NEWS



In Remembrance.....

Long time Tulsa member, **Mary Penterman** passed away July 10, 2018. Mary joined Desk and Derrick in 1956 (a member for 62 years!). Members who knew her says she was quite a lady! She even has a street in Tulsa named after her.

Mary attended Tulsa University and received her BS in Engineering at the age of 19. She worked for Shell Oil for 30 years in the geological and geophysical areas of the oil and gas business. During her career she lived in Houston, Denver, Los Angeles and finally Tulsa. Mary was an expert seamstress and loved to crochet and knit. She loved traveling and spending time with family.

She is survived by thirty-four great nieces, nephews and several cousins.

The burial was at Calvary Cemetery, Tulsa.



More TULSA CLUB NEWS



We are so happy to welcome two new member! **Jeremiah Bradshaw** and **Princess Hajjar** joined our club last month!! Please make a point to meet them at our August luncheon and let them know how happy we are to have them in the club.



- One of our members, **Jonathan Slay**, is planning a field trip for September to the Port of Catoosa. This is in conjunction with the Rotaract/Rotary Club of Tulsa. With both clubs participating we would like to have close to 60 people attend. The barge holds 60 so we need to get our attendance near that to have the ride.
- The Itinerary: 20 min drive to the port, brief presentation in office, followed by bus tour over the yard, then down to the lower wharf for barge tour.
- Tentatively, Friday afternoons, Sep 7th or 14th are dates being discussed.
- If you would like to attend this trip, please contact Jonathan Slay at jonathan.slay@laredopetro.com or Dorothy Lenhart at dlenhart@laredopetro.com for more info.
- It sounds like a fun and educational opportunity.

What's Happening

<u>BOARD MEETING</u>	<u>MEMBERSHIP MEETING</u>
August 6th	August 18th SOCIAL
September 10th	September 19th - Lunch
October 8th	October 17th (Lunch, closed mtg)
November 5th	November 14th - Lunch IAL
December 10th	December 19th (tentative) SOCIAL TBA
<u>SPECIAL MEETINGS</u>	
67th Annual ADDC	September 18-22, 2018 in Evansville, IN
Convention	

NOTE: Membership meetings are held the third Wednesday of the month, except for the months of March and November, when they will be the second Wednesday.



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	 BIRTHDAY HAPPY Kay Williams	3 4
5	Board Meeting	7	8	9	10	11
12	 BIRTHDAY HAPPY Peggy Ferrell	13	14	15	16	 August Social
19	20	21	22	23	24	25
26	 BIRTHDAY HAPPY Kendra Ware	 BIRTHDAY HAPPY Dorthie Parker	28	29	 BIRTHDAY HAPPY Eleanor Wilkerson	31

SEPTEMBER BIRTHDAYS

Jonathan Slay 9/01
 Anna Doris Pleake 9/28
 Dorothy Lenhart 9/29

Check out these interesting and informative websites:

www.tulsadandd.net

www.addc.org





In Closing...

Editor's Comments

There's a new song on the country radio station called 'Life Changes'. I love the song and it really made me think about all the changes there have been over the years in my career in the oil and gas industry, which has been over FORTY years. (I can't believe it !!)



My first job was with Cotton Petroleum (anyone remember that name??) in the early 1970's. We did not have computers yet. Probably in the 2nd or 3rd year of working, I got my first computer. No programs or software yet, mind you. I had to learn 'Basic' and I did manage to develop a few programs to automate some of my repetitive tasks. But eventually we were using real programs and software, it was so exciting!

Things have changed so much and I hope the younger people working in the industry today realize the value and importance of new technology and practices that they may be introduced to.

The chorus of the song is:

*Ain't it funny how life changes
You wake up ain't nothing the same and life changes
You can't stop it, just hop on the train, and
You never know what's gonna happen
You make your plans and you hear God laughing
Life changes, and I wouldn't change it for the world, the world, oh no
And I wouldn't change it for the world, the world, oh no*

I totally agree with this sentiment, I would not want to change anything in my career that put me where I am now and all the wonderful people who I was privileged to work with. Some are still my best friends today! I hope we all can look back someday and feel the same.

Kathy Staton, Editor



Note: All submissions to The Tulsa Oil Drop can and shall be edited as necessary. Viewpoints expressed by submitter 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). Editor's Email: kstaton@impxp.com.