Petroleum Network Education Conferences
A Division of Philip C. Crouse and Associates Inc.

9th International Conference on
Petroleum Data Integration
e-Commerce and Data Management

Conference & Exhibits
April 20-22, 2005
JW Marriott Hotel-Galleria
Houston, Texas USA

Managing the Data Explosion
Key technologies and drivers are requiring new practical solutions and innovative thinking.

Challenges for the Oil and Gas Industry
- Integration & Processes
- Cost Effective Solutions
- New Application Systems
- Quality of Data
- Quantity Management

Hear critical papers presented from the leaders of data, information and knowledge management, sharing with you their insights of the current challenges and real world data management solutions. This is the most power-packed, professional conference in the industry, providing you immediate return and networking opportunities with managers leading the data explosion.

Presentation authors are global. Last year, delegates from over 20 countries attended and participated in this cornerstone event.

Sponsors and Endorsing Organizations

Join your associates for the best value, international, power-packed conference. You will profit from the mix of technology, future potential and current application realities presented.

Register Early and Save!
Register 2 or more for extra savings!
9th Intl Conference on Petroleum Data Integration, e-Commerce & Management
(Typewritten or BLOCK CAPITALS please)

FEES: (US$)

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<th>Early</th>
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<tr>
<td>Conference</td>
<td>$795*</td>
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TOTAL US$ # of Delegates: ___

Pay by March 21 and receive the Early-Mover Advantage rate of US$795. SAVE MORE – Take an extra $50 off each with 2 or more from same company-location.

**EASY WAYS TO REGISTER**

**E-Mail**
Crouse_Phil@msn.com

**Phone**
214-841-0044

**Mail**
P. O. Box 181510
Dallas, Texas 75218-1510 USA
(OR 10124 Solta, Dallas, Texas 75218)

**Fax**
214-841-0046

Thank you for your registration. PNEC Conferences will send you a confirmation prior to the conference.

**Hotel**: JW Marriott Hotel on Westheimer by the Galleria, 5150 Westheimer, Houston, TX 77056.
Book your room reservation online or call the hotel on or before April 4th for the special group block rate – ask for “PNEC Petroleum Data Management” rate. Rooms and rates thereafter are subject to availability. See brochure section “Additional Information”.

Online: www.stayatmarriott.com/PNECDataMgmt
Phone: 1-800-228-9290 or 713-961-1500

Send your team & increase the return to your company!

**Credit Card Payment**
Is authorized for registration(s):
AMEX MasterCard Visa

**Diners**
Call or fax for bank wire instructions

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Additional Registrants - please duplicate this form if needed

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Who Should Attend?
Decision makers interested in enhancing profitability and productivity using petroleum data management and integration!
Data Explosion Challenges Oil & Gas Industry

The E&P industry is experiencing a data explosion to save, protect, and employ data as we face increased levels of complex data and adjust to technology forces impacting the industry. This conference combines the best applications of data information management and integration in the real world oilfield. It stimulates new thinking about evolving tools, powers, problems and solutions impacting the oil industry. Experts shaping these rapidly changing areas will discuss petroleum data management. As oil companies manage 1000+ terabytes of information, the challenges multiply. Come network with key data management personnel leading new developments in their companies.

As companies look carefully for the best values in training, we are confident this conference and exhibit provide an excellent return with practical tools for growing demands. It is commended as a cornerstone event for the industry with delegates from over 20 countries. Come join your associates to confer with experts in the leading edge of petroleum data strategies, integration, plus tools and applications for the challenges ahead. Be a part of the new developments.

### CONFERENCE AT A GLANCE

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Conference fee includes registration, proceeding, exhibits, continental breakfasts, breaks, Wednesday and Thursday lunches and receptions.

Wednesday, April 20, 2005

### Information Management and Application

**Big Bytes- More BOE’s – An Analysis of Seismic Data Lifecycle Management**  
Greg V. Hess, VP Business Development & Technology, Kelman Technologies, Houston, Texas, USA

**Managing Data in Corporate & Project Databases**  
Randy Petit, Faye Schubert and Steve Heying, Shell Exploration and Production Company, New Orleans, Louisiana, USA

**How to “DASL” Your Data Environment**  
Pat Ryan, Team Lead, Technical Data Management, Nexen Inc., Calgary, Alberta, CANADA

### Data Integration

**Delivering Trusted Information with Data Integration**  
Philip On, Senior Product Mktg. Manager, Business Objects, San Jose, California, USA

**Meta-schemas: A Method for Data Integration**  
Dallas Hockley, Senior Software Engineer, and Bart Torbert, Senior Software Engineer, IHS Energy, Houston, Texas, USA

### Data Quality

**ChevronTexaco’s Process for Validating and Improving the Quality of Geological and Geophysical Well Data**  
Michael Underwood, Information Technology Services, Gulf of Mexico, ChevronTexaco, New Orleans, Louisiana, USA

**The Challenge of Better E&P Data**  
Dag Heggelund, Chief Executive Officer, Innerlogix, Inc., Houston, Texas, USA

**A Roadmap for Enhancing E&P Data Quality**  
Paul Gregory, President and Monica Sloan, Managing Director, Intervera, Ltd., Calgary, Alberta, CANADA

### Integration Case Study

**Embracing 100 Years of Oil History Towards An Information Management Vision**  
Jose Luis Figueroa Correa, Manager Exploration and Exploitation Technical Systems and Miguel Angel Corro Arango, PEMEX Exploration and Production, Mexico City, MEXICO, and Fernando Garcia Information Management Manager, Schlumberger Information Solutions, MCA, Mexico City, MEXICO

**G&G Information Techniques**

**Commercial Grid Adoption**  
Dan Piette, President and Chief Executive Officer, OpenSpirit Corporation, Houston, Texas, USA

**An Integrated Global Knowledge-Information-Data System for Geological Analogs**  
S. Qing Sun, Shengyu Wu, Rod Sloan, Jack Allan, John Xu, and Rena Yan, C&C Reservoirs, Inc., Houston, Texas, USA and C&C Reservoirs, Ltd., London, ENGLAND

### Well Log Data Development and Management

**Real-Time Analysis and Management of Complex Wireline Data Using Web-Based Technology**  
Michael Rosenmayer, Raymond Lamborn, Glenn Chattel, Berthold Kreigshauser, Baker Atlas, division of Baker Hughes, Inc. and Mark Holifield, Kerr McGee Corporation, Houston, Texas, USA

**Enhanced Well Log Data Delivery**  
Scott Schneider, President, Volant Solutions, Inc., Houston, Texas, USA and Rich Herrmann, Vice President, Data Access & Integration, A2D Technologies, Denver, Colorado, USA

**Desktop Delivery of Log Images**  
Randy Petit, Shell Exploration and Production Company, New Orleans, Louisiana, USA

### Performance Data Management

**Data for Performance Management**  
Hamish Wilson, Managing Director, Paras Consulting, London, ENGLAND

**RECEPTION – Sponsored by Schlumberger Information Solutions**

Alternate papers may be presented. Program and speakers are subject to change and cannot be guaranteed.
Thursday, April 21, 2005

Knowledge and Information Management

Managing Information Management – Who Is the Designated Driver?
Janice C. Anderson, President, and William B. Anderson, Director of Marketing, Access Sciences Corporation, Bellaire, Texas, USA

Knowledge Management for Upper Management: Using Knowledge Management to Develop Organizational Vision, Form Strategies and Manage Strategic Initiatives
David Zappa, Marketing and Web Operations Manager-Fluids Division, Halliburton, Inc., Houston, Texas, USA

The Value of Well Data in Production Optimization Processes
Tomas Mata, President, Production Teams, Inc, Caracas, VENEZUELA, and Gary Jacques, Lead Production Engineer, Peloton, Calgary, Alberta, CANADA

Knowledge Management: Fundamentals of Data, Technology, Standards, Processes, and Culture to Drive Performance
Arthur Boykiw, Director of Upstream and Oil Sands Systems, Petro-Canada, Calgary, Alberta, CANADA

Knowledge Management: Aligning Activity with Strategy
Kevin Paylow, Knowledge Broker, and David Zappa, Fluids Division Marketing Manager, Knowledge Champion, Halliburton (Baroid Products Line), Houston, Texas, USA

PANEL FORUM
Data Management – Critical Operator Issues
Panel Chair – Ellen W. Hoveland, Systems Advisor, Anadarko Petroleum, Houston, Texas USA

Case Studies

BHP Billiton Petroleum Enterprise Portal – A Collaboration Between BHP Billiton, Schlumberger Information Solutions and CSC
Katya Casey, Global Application Information Lead, BHP Billiton Petroleum and Bill Baksi, Manager, Web Solutions Business Development, USA, Schlumberger Information Solutions, Houston, Texas, USA

Are You Underutilizing Oracle Database Features in Your Enterprise Oracle/ArcGIS Implementation? – Gulf of Mexico Oil and Gas Production Data Case Study
Ning Li, PDS Technical Services, Houston, Texas, USA

A Semantic GPS: Navigating Data in the Geotechnical World
Jeffrey W. Pferd, Senior VP for Product Management, and Eric P. Deliac, President of Eastern Hemisphere Operations, Petris Technology, Houston, Texas, USA

The RMOTC Data Management Project: Trials and Tribulations Bringing a Legacy Government Oil and Gas Database Up To Date
Tom Anderson, Business Development Manager and Data Management Project Manager, and Brian Black, Development Geologist, Rocky Mountain Oilfield Testing Center, U.S. Department of Energy, Casper, Wyoming, USA

Pat Rhynes, VP Solutions Development, Carolyn Martin, Senior Production Services Coordinator, Lori Adams, President and CEO, and David Smethurst, VP Sales and Marketing, Rapid Solutions Corporation, Calgary, Alberta, CANADA

A Case Study of PIDX Implementation – Suppliers and Buyers Too!
TBD, Vetco Gray, and Pamela Szabo, CIO and Senior Vice President, Bryan Hunt, Manager Projects, Stone Bond Technologies, LP, Houston, Texas, USA

The Application of an ASP Solution to Capture Effective P2P Processes
Steven, Carter, Vice President Operations, Wellogix, Inc., Houston, Texas, USA

Friday, April 22, 2005

Standards

Spatially Enabling a PPDM Database for Multiple Client Types
Volker Hirsinger, Managing Director, Petrosys Pty. Ltd., and Rob Bruinisma, Senior Database Developer, Petrosys Pty. Ltd., Adelaide, AUSTRALIA

WITSML™ and Web Services – Going Beyond Drilling
David Archer, President and CEO, Alan Doniger, Chief Technology Officer, and Gary Masters, Senior Data Modeler, POSC, Houston, Texas, USA

The PPDM Spatial Lite Project
Trudy Curtis, CIO and CEO, Joe Tischner, Senior Director, Business Development, PPDM Association, Calgary, Alberta, CANADA

An Update on Practical E&P Reference Standards
Alan Doniger, Chief Technology Officer, Paul Maton, Director of POSC Europe, and Jim Theriot, Integration Specialist, POSC, Houston, Texas, USA

Production Data Management

Production Data Management for Field Operations
Kemal Farid, President and CEO, Faisal Kidwai, and Laura Attwell, Merrick Systems, Inc., Houston, Texas, USA

Cataloguing Data

Resilience and Synchronization in Catalog Services
Nico Chart, Integration Solutions Manager, Paradigm Geophysical, London, ENGLAND

12:00 Noon CONFERENCE Adjourns
Enhancing Value Through Data

**ADDITIONAL INFORMATION**

Online  The conference program, registration and other information is located on our sponsors' websites at www.ppdm.org or www.posc.org
Or email  Crouse_Phil@msn.com
Or  www.stayatmarriott.com/PNECDataMgmt

Where  At the JW Marriott Hotel, 5150 Westheimer, Houston, TX 77056. This location is conveniently located on Westheimer by the Galleria Shopping and Entertainment Center and near local areas of interest. A room block has been arranged with a special rate of US$120.00 single/double plus tax. For the group rate, please use the on line reservation system or call the hotel on or before Monday, April 4, thereafter rooms and rates are subject to availability.

Online:  www.stayatmarriott.com/PNECDataMgmt
Phone:  1-800-228-9290 or 713-961-1500
Ask for the “Data Management” conference rate

Conference Registration Includes
Delegate conference registration, proceeding, exhibits, continental breakfasts and breaks, Wednesday and Thursday lunches and receptions. PLEASE NOTE payment, whether by check or credit card, must be received by discount or pre-conference times for price breaks. Registrant confirmation will be sent prior to the conference.

Cancellation Policy
A substitute delegate is welcome. For notice received in our offices by March 28, a 50% refund will be made; no refunds are made after this date.

➢ Visit with These ➢
Leading Exhibitors

★ Access Sciences Corporation
★ aclaro softworks, inc.
  ★ Baker Atlas
★ Business Objects
★ IHS Energy
★ InnerLogix
★ Intervera
★ Landmark Graphics
★ Merrick Systems Inc.
  ★ Peloton
★ Petris Technology
★ Petrosys
★ POSC
★ PPDM Association
★ Schlumberger Information Solutions
★ Spotfire Inc.

**COMMENTS FROM LAST YEAR’S ATTENDEES**

Issues discussed were relevant and applicable to our company’s DM projects. Plan to attend next year.
Jennifer Chambers-Miguel, Petrotrin

Good variety of high quality presentations
Eric Toogood, Norwegian Petroleum Directorate

Excellent opportunity to learn more skills and network with other DM experts.
Sithembiso Ngubane, Petroleum Agency South Africa

Positive attitude! Excellent sharing of knowledge from experienced and competent people.
Jeroen Krieijger, Shell

This is most useful conference I attend in the year
Debbie Garcia, Burlington Resources

A platform for both oil companies and vendors data management technologies exchange
Ali A. Al-Salem, Saudi Aramco

Training ground for data managers (and those that want-to-be data managers)
Faye Schubert, Shell

Excellent opportunity to hear issues, concerns, successes and challenges of other O&G companies
Pat Ryan, Nexen Inc.

Excellent event for DM people to network sharing their experiences, issues, and solutions
Mike Underwood, ChevronTexaco

Showed future developments to give us a better understanding of problems I face each day.
I’ve left conference with many ideas on how to best improve Unocal’s DM system
Sharon Wunsch, Unocal – GOMBU

Increasing regulation and knowledge learning now make DM more visible and elevated to board levels
Ian Simpson, Graham Technology

If you work with oil and gas data, this is the conference to attend
Malcolm Borthwick, GTS-Geotech

Every year this continues to be the E&P Data Management professional’s place to come to energize, learn and experience validation of what works and what does not
Ellen Hoveland, Anadarko Petroleum Corp.

This conference had the greatest quantity of relevant information to my group’s work
Merle Gremillion, Baker Hughes division Baker Atlas

Well blended mix of technical information, concepts, standards and case studies
Randy Petit, Shell E&P US

This is the best conference – and one I won’t miss
Cindy Cummings, IHS Energy, Data Logic Services

★ PNEC Conferences ★

17 Years of Training and Conferences for the Petroleum Industry
Dear Petroleum Industry Personnel:

The oil and gas industry has been swamped by a data explosion providing unique challenges for information and data management. Many of the major operators have seen their data management size go from under 100 terabytes in 1999 to 1000 terabytes in 2005! The problems are daunting to the oil and gas industry seeking direction and vision as the stakes are high for those who master information and knowledge management. Speakers will be sharing real world solutions for issues of data quality, seamless data transfer and integration, and improving search and access. Companies will be discussing advances the business workflow and best practices for data management. Data sets are growing from many upstream functions - including drilling, production and regulatory requirement data, making the need for cost-effective management of data even more critical.

This year’s conference looks at challenges of the data explosion and needs and challenges of integrating data with interoperability. Papers come from around the globe and address real problems and solutions. Operators, vendors, government, and standards associations will make presentations during this two and one-half day power packed event.

This conference has been organized with the user, technician, programmer, geologist, engineer and manager in mind. You get the complete picture that facilitates the type of professional discussions needed in today’s complex systems management. The conference continues to be acclaimed for handling the discussion with balance.

We invite you to bring your team and multiply your company’s benefits. Also meet with exhibitors to leverage your time and maximize benefits and the return on investment!

We look forward to seeing you in Houston!

Philip C. Crouse, PE, President, PNEC™ Conferences

Philip C. Crouse and Associates, Inc.

★★ Thanks to our 2005 Advisory Panel ★★

John Adams, ConocoPhillips, Aberdeen, Scotland, UK
Brad Kaufman, Kerr-McGee Oil & Gas Corp, Houston, TX
Mike Underwood, ChevronTexaco, New Orleans, LA
Ellen Hoveland, Anadarko Petroleum Corp., Houston, TX
Cora Poche, Shell E&P Co., Inc., New Orleans, LA
Faye Schubert, Shell Offshore Inc., New Orleans, LA
Lester Bayne, Schlumberger, Stavanger, Norway
Paloma Urbano, Landmark Graphics, Houston, TX
Trudy Curtis, PPDM Association, Calgary, ALB, Canada
David Archer, POSC, Houston, TX

YOU ARE INVITED TO ATTEND
2005 PPDM and PODS Standards Conference
April 18 – 19, 2005
JW Marriott Hotel on Westheimer

Before the Data Management Conference, we encourage attending the PPDM and PODS Standards Conference.

The agenda includes daily open forums on shaping future direction for industry standards, key presentations on business drivers for implementing standards, spatially enabling updates, data exchange standards and interoperability initiatives, and an opportunity to learn the latest developments in standards Work Groups.

Detailed information about registering, presenting, or sponsoring is available on the Association’s web site at http://www.ppdm.org or contact the Association via email at mailto:info@ppdm.org

POSC Upcoming Events and SIG Activities
Throughout the year POSC holds and participates in a number of POSC and industry events.

POSC Special Interest Groups (SIGs) provide opportunities to participate in specific work projects including Wellsite Information Transfer (WITSML™), Integrated Operations (IntOPS), Data Store Solutions (DSS), Practical WellLog Standards (PWLS) and more. Regional SIG meetings and seminars are held throughout the year in various locations around the world.

Watch the POSC web site for details – www.posc.org
* May 2-5, 2005: Digital Energy OTC-2005, Houston, USA
* Sept 2005: 6th National Data Repository Meeting, The Netherlands
* Nov 2005: POSC Annual Meeting and Conference, Houston, USA

Proceedings Available from PNEC

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Please email, call or fax us to inquire about ordering.