PRACTICAL SOLUTIONS FOR ATTRACTING, HIRING, DEVELOPING, AND RETAINING TALENT IN THE OIL & GAS INDUSTRY

October 13, 2014
Marriott West Loop
Houston, TX
OVERVIEW

It has been estimated that 59% of the aging workforce is heading towards retirement in the next five years. It is also estimated that there is just 1 young worker to replace every 4 approaching retirement. The need is more acute than ever to attract, recruit, and retain the required talent in order to achieve the growth that is expected and essential to meet future global energy market requirements. The management of industry talent is essential.

This one-day conference will discuss the concept of workforce planning as it relates to the oil and gas industry. Attendees will learn how to determine present and future talent requirements through analytics and design strategies for talent recruitment using technology. Expert speakers will discuss talent models for competency and performance management that will help attract, develop, motivate, and retain productive employees. Attendees will leave with the skills to develop a future talent pipeline by building industry, educational, and community partnerships. Attendees will learn how to establish talent retention strategies that involve training, tasking, mentoring, and coaching. The conference will include a discussion of international challenges to talent management for the oil and gas industry. The event will conclude with a Q&A session for attendees to discuss additional concerns with a panel of experts.

WHO SHOULD ATTEND

- Oil and gas company executives
- Federal, state and local employment agencies
- Oil and gas company managers
- Oil and gas company human resource managers
- Oil and gas service company managers
- Placement/staffing companies
- Recruiters for oil and gas industry
- Educational institutions of higher learning - Faculty
- Educational institutions of higher learning - Career placement

LEARNING OUTCOMES

- Explain the concept of workforce planning as it relates to the oil and gas industry
- Determine present and future talent requirements through analytics
- Design strategies for talent recruitment using technology
- Develop a future talent pipeline by building industry, educational, and community partnerships
- Discuss talent models for competency and performance management that will help attract, develop, motivate and retain productive employees
- Establish talent retention strategies that involve training, tasking, mentoring, and coaching
- Describe the international challenges to talent management for the oil and gas industry
- Address additional questions and hot topics within talent management, retention, transfer, and succession planning in the oil & gas industry
AGENDA

Monday, October 13, 2014

7:30 – 8:00 a.m.  Registration and Continental Breakfast

8:00 – 9:00 a.m.  Workforce Planning: Determining Present and Future Talent Requirements through Analytics

Workforce planning is the business process for ensuring that an organization has suitable access to talent for future business success. Access to talent includes considering all potential resources (employment, contracting out, partnerships, changing business activities to modify the types of talent required, etc.). An analytical approach is important as it provides a fact-based method of understanding workforce behaviors. This analysis typically includes reviewing employee recruitment, promotion and turnover patterns. This session will cover:

- Establishing an Analytics Maturity Framework for Talent
- Accurate Identification and Collection of the Data for Analysis
- Selecting the Best Analytic Method to Apply to Your Project
- Effectively Communicating the Results
- Establishing a Follow Through Strategy to Measure Effectiveness

- Samantha Ray, Director, Talent Management, Crestwood Midstream Partners LP

9:00 – 10:00 a.m.  Recruitment in the Digital Age: Designing and Implementing Strategies for Talent Recruitment Using Technology

In today’s highly digital world, social media affects how individuals interact professionally as well as socially. The oil & gas recruiting industry has witnessed a shift in the market as social media has become a game changer in recruiting efforts. With the ability to like, follow and share information instantly, social media provides a revolutionary avenue to reach potential candidates. This session will cover:

- Social Media Including Virtual Talent Communities
- Big Data and Data Analytics
- Mobile Recruiting
- Predictive Analytics

- Lisa Denke, Instructor, EUCI

10:00 – 10:30 a.m.  Networking Break

10:30 a.m. – 12:00 p.m.  Developing Your Future Talent Pipeline: Building Industry, Educational, and Community Partnerships

Establishing a talent pipeline involves building long-term professional relationships for future opportunities. This means getting to know the talent landscape. Your outlook will adjust from recruiting to fill an open position to thinking about who your company will want and should hire in the future. This session will discuss:

- Establishing the Channels through Relationship Building and Strategic Partnerships
- Assessing the Future Needs of the Industry
- Assessing Internal and External Talent Pools
- Determining the Gaps between Available and Needed Talent
- Identifying the Best Strategies for Developing and Acquiring the Talent to Fill those Gaps
- How to Establish Partnerships with Universities and Other Schools
- How to Cultivate Future Talent through Internships
- Executing, Monitoring, and Refining Pipeline Strategies

- Robbye Jones, Sr. Human Resources Recruiting Lead, Sasol North America

12:00 – 1:00 p.m.  Group Luncheon
Attract, Develop, Motivate and Retain Productive Employees: Talent Model for Competency and Performance Management

Talent management is a set of integrated organizational HR processes designed to recruit, cultivate, inspire, and retain dynamic, engaged employees. The goal of talent management is to create a high-performance, sustainable organization that meets its strategic and operational goals and objectives. This session will cover:

- Methodology for Developing Practice Guidelines
- Performance Planning
- Performance Evaluation Using Competency Model
- Implementation
- Performance Review

- Raquel Furrer, Global Talent Acquisition Director, Human Resources, Workforce Planning, Chevron Phillips Chemical Company

Establishing Talent Retention Strategies through Training, Tasking, Mentoring, and Coaching

Hiring employees is just the beginning when creating a strong work force. Next, you have to keep them. High employee turnover costs business owners in time and productivity. This session will address:

- Succession Planning and Leadership Development
- Measuring and Managing Engagement and Driving Retention
- Employee Motivation
- Identifying and Reducing Stressors
- How to Establish a Mentoring Program for Talent Development

- Chip Smith, Director Human Resources, Scientific Drilling

The International Challenges to Talent Management: Attraction and Retention Strategies in the Era of Globalization

Oil & gas companies all over the world are faced with the need to recruit and maintain talented professionals while simultaneously investing in new technologies, globalizing their operations and contending with new competitors. This session will describe:

- Strategies for the Attraction and Retention of Qualified Talent
- The Effect of Industry Globalization
- Effective Sourcing and Recruitment Methods
- Identifying Possible Gaps and Opportunities

- Brent Hollenbach, Director of Human Resources, Nabors Industries

Question and Answer Panel

This interactive session will give attendees the opportunity to ask a panel of experts about any questions about attracting, hiring, developing, and retaining new talent.

Moderator: Deniese Palmer-Huggins, Financial Consultant & Risk Manager/Energy Transfer Partners, Center for Energy Economics, University of Texas

Panelists:
- Lisa Denke, Instructor, EUCI
- Raquel Furrer, Global Talent Acquisition Director, Human Resources /Workforce Planning, Chevron Phillips Chemical Company
- Brent Hollenbach, MBA, SPHR, Director Human Resources, Nabors Industries
- Robbye Jones, Sr. Human Resources Recruiting Lead, Sasol North America
- Samantha Ray, Director, Talent Management, Crestwood Midstream Partners LP
- Chip Smith, Director Human Resources, Scientific Drilling
Lisa Denke / Instructor / EUCI

Lisa Denke began her career by getting a bachelor’s in electrical engineering from the University of Wyoming. She took a job cementing, acidizing and fracturing wells with Schlumberger in Worland, Wyoming, and has worked in California, North Dakota, and the Rocky Mountain area. Her experience includes both subsurface and facilities engineering, as well as project management for Texaco, Aera and Berry. She understands the contract side of the business as well, having worked for the consulting firms TJ Cross, Ken Small, and Processes Unlimited.

Raquel Furrer / Global Talent Acquisition Director, Human Resources, Workforce Planning / Chevron Phillips Chemical Company

Raquel Furrer joined Chevron Phillips Chemical Company in April of 2013 as their Global Talent Acquisition Director. In this role, Raquel is responsible for talent acquisition, workforce planning and financial data acquisition, management and analysis for overall global workforce. Her job involves building and developing the framework for recruitment metrics involving recruitment effectiveness, hiring activity, applicant tracking, and return on investment. She spearheads the Talent Acquisition Strategy for the development, implementation, interpretation and administration of all corporate recruitment policies and programs globally. Raquel also manages and oversees Chevron Phillips Chemical Company’s College Recruiting Program.

Prior to her current role, Raquel served as the Global Talent Acquisition Executive /Human Resources for Vinmar International, a private equity global commodities marketing and distribution firm focused in the petrochemicals and polymers industry. She also served as Senior Sourcing/Recruiting/Talent Acquisition Lead-Human Resources-Global for Talisman Energy USA where she identified and sourced top industry talent and conducted ongoing research including industry trends, economic snapshots and competitor analysis to assess current and future market conditions impacting recruitment flow. She has additionally worked within human resources and talent recruitment for Weatherford, CEVA Logistics, KPN, and Prestige Search Group.

Raquel received her Bachelor of Business Administration, B.B.A., Business Administration and Management, from the University of Houston.

Brent Hollenbaugh / Director of Human Resources / Nabors Industries

Brent Hollenbaugh serves as the Director of Human Resources with Nabors Industries, one of the major oil and gas drilling companies in the US. Brent focuses on programs that decrease turnover, increase employee engagement, and increase the bottom line. Brent’s areas of expertise include talent acquisition, placement, training, development, mentoring, coaching, interviewing, succession planning, performance management, and employee relations.

Prior to joining Nabors Industries, Brent was the Manager of Human Relations for Patterson-UTI Drilling Company. During his tenure, Brent led the entire recruiting programs for 6 regions, encompassing 15 states with an annual hiring rate of over 900. He also provided strategic HR initiatives at the corporate level. He has also served as HSE Manager and subsequently Manager of Recruiting for the US Navy, during which time he built a highly diversified pool of candidates for enlistment. He began his Navy career as an aircraft mechanic and then as a recruiter.

Brent received his B.S. in Business Management and his MBA, both from Liberty University.

Deniese Palmer-Huggins / Financial Consultant & Risk Manager / Energy Transfer Partners, Center for Energy Economics, University of Texas

Deniese Palmer-Huggins is a financial consultant and risk manager, previous vice president of finance at Sun Coast Resources and former director at the New York Mercantile Exchange.

She began her career financing international and domestic energy transactions at Banque Paribas, Houston (now BNP Paribas). In 1983, she joined the finance department of Transworld Oil, an international and domestic energy trading company. In 1985, she participated in Transworld’s transition team when it purchased Arco’s refining and marketing assets in Philadelphia and formed Atlantic Refining and Marketing. In 1986, she was promoted to treasurer of Transworld (USA) Inc.

In 1992, she joined Bayoil (USA) as its treasurer and manager of its offshore company, Bayoil SA, a crude oil marketing firm which sourced crude oil and refined products in the Black Sea, Middle East, Eastern Europe, and the U.S. She was promoted to treasurer in 1987.

In 1997, she joined the New York Mercantile Exchange to head up its Houston office as director of the commodity exchange where she was responsible for marketing the exchange and energy derivatives. In 2002, she joined Prudential Financial Derivatives, LLC to head up its Houston office and help it expand its energy derivative trading and clearing business. In 2005, she joined Sun Coast Resources as its vice president of finance as part of its growth strategy. In her capacity as VP of finance, she also implemented a hedging program for the company.
SPEAKERS

**Robbye Jones** / Sr. Human Resources Recruiting Lead / Sasol North America

Robbye Jones is the Senior Human Resources Recruiting Lead for Sasol North America, an international integrated energy and chemical company that leverages the talent and expertise of over 34000 people working in 38 countries. During her tenure with Sasol North America, Robbye has built and driven talent management and acquisition programs in rapidly developing, changing environments including placement strategies, processes, systems, policies, and procedures to identify, attract, and hire exceptional employees.

Prior to working with Sasol North America, Robby worked for Talisman Energy as a senior talent acquisition professional. She has also worked in a talent acquisition capacity for companies including: Valerus, Trinity Professionals, Murray Resources, and Steverson Staffing.

Robbye has built and driven talent management and acquisition programs in rapidly developing, changing environments including placement strategies, processes, systems, policies, and procedures to identify, attract, and hire exceptional employees. She received her BBA from Sam Houston State University.

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**Samantha Ray** / Director of Talent Management / Crestwood Midstream Partners LP

Samantha Ray is the Director of Talent Management at Crestwood Midstream Partners LP, a midstream corporation operating assets reaching across the energy value chain. Samantha is an experienced leader possessing over twenty years of experience within the energy industry. Samantha’s expertise includes attraction, recruitment, induction, leadership and talent management.

‘Passionate’ is the best term to describe how Samantha feels about innovative sourcing and design especially in the arenas of employment branding, attraction and recruitment. She prides herself in being able to create innovative strategies which have aligned with the business plan to stay ahead of the curve while building a pipeline of future talent. Samantha has developed a solid touch point eco-system while securing an optimal mix of physical and digital initiatives. Samantha always says, “Just because this worked well today does not mean it will work well tomorrow.” She emphasizes the idea that you should always be thinking one step ahead of your competition.

Samantha attributes much of her success to the challenge and mentorship she received while working at Enron.

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**Chip Smith** / Director of Human Resources / Scientific Drilling International, Inc.

Chip Smith is an accomplished Human Resources Director leading domestic and global initiatives to ensure people reach their highest potential to understand and exceed corporate goals. Chip is passionate about organizational development, relationship building and clear communication to strengthen employee value proposition, deepen employee engagement and build corporate culture.

Chip also has proven success in organizational development, leadership influence, and innovative strategic solutions to solve complex problems. His extensive background includes strategic and tactical comprehensive generalist skills in recruitment, employment, employee relations, compliance, compensation & benefits, (including stock and ownership issues). Chip also has experience in policy development, performance evaluation, organizational development, employment law and HRIS in both global and domestic environments.

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**Veronique Tinsley** / Director of Human Resources / Anadarko Petroleum Corporation

Veronique Tinsley is an experienced Human Resources Director with substantial experience in the application of information technology to optimize the talent and knowledge management processes of HR. Ms. Tinsley has maximized the SAP process and the HR Systems for talent management Implementation. Ms. Tinsley has also led business process redesign initiatives, and organizational change management. Ms. Tinsley has also had much success with the talent management processes of training design, development and delivery. Veronique has also worked for companies such as Waste Management, Sysco Foods, and Accenture where she was tasked with designing and implementing their change management and human performance processes.
INSTRUCTIONAL METHODS

Case studies, PowerPoint presentations and group discussion will be used in this event.

REQUIREMENTS FOR SUCCESSFUL COMPLETION OF PROGRAM

Participants must sign in/out for the day and be in attendance for the entirety of the conference to be eligible for continuing education credit.

IACET CREDITS

EUCI has been accredited as an Authorized Provider by the International Association for Continuing Education and Training (IACET). In obtaining this accreditation, EUCI has demonstrated that it complies with the ANSI/IACET Standard which is recognized internationally as a standard of good practice. As a result of their Authorized Provider status, EUCI is authorized to offer IACET CEUs for its programs that qualify under the ANSI/IACET Standard.

EUCI is authorized by IACET to offer 0.8 CEUs for the conference.

EVENT LOCATION

A room block has been reserved at the Marriott West Loop, 1750 West Loop South, Houston, TX 77027, for the nights of October 12-13, 2014. Room rates are $179, plus applicable tax. Call 713-960-0111 for reservations and mention the EUCI program to get the group rate. The cutoff date to receive the group rate is September 12, 2014, but as there are a limited number of rooms available at this rate, the room block may close sooner. Please make your reservations early.

PROCEEDINGS

The proceedings of the event will be published, and one copy will be distributed to each registrant at the event.
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PLEASE REGISTER THE FOLLOWING


How did you hear about this event? (direct e-mail, colleague, speaker(s), etc.)

Print Name | Job Title
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Company

What name do you prefer on your name badge? | Address
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City | State/Province | Zip/Postal Code | Country
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Telephone | Email

List any dietary or accessibility needs here

CREDIT CARD

Name on Card | Account Number
---|---

Billing Address | Billing City | Billing State
---|---|---

Billing Zip Code/Postal Code | Exp. Date | Security Code (last 3 digits on the back of Visa and MC or 4 digits on front of AmEx)
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OR Enclosed is a check for $______________ to cover __________________ registrations.

CANCELLATION POLICY

All cancellations received on or before September 12, 2014, will be subject to a US $195 processing fee. Written cancellations received after this date will create a credit of the tuition (less processing fee) good toward any other EUCI event or publication. This credit will be good for six months. In case of event cancellation, EUCI’s liability is limited to refund of the event registration fee only. For more information regarding administrative policies, such as complaints and refunds, please contact our offices at (201) 871-0474.