



Presented by Energy  
Management Institute

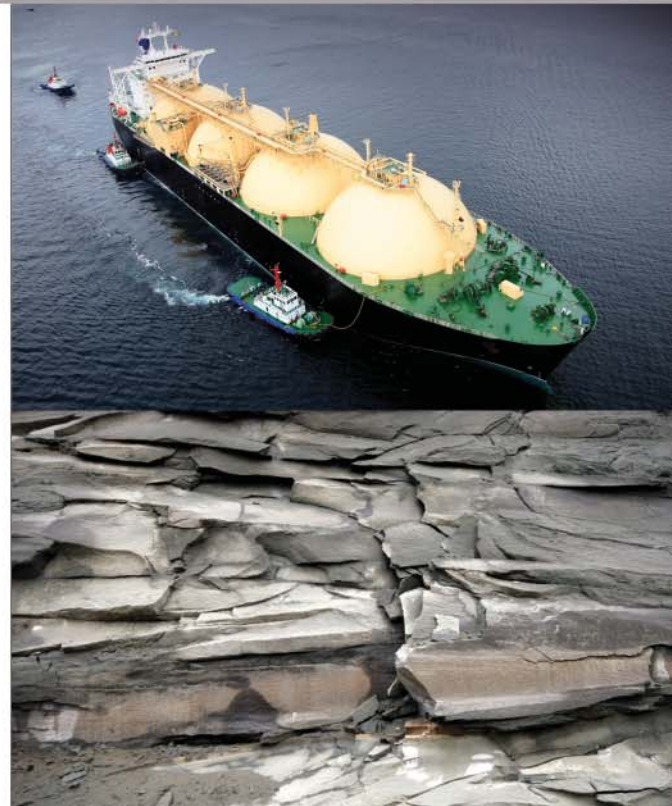
# Register Today!

See Registration Form Inside for Details

## Introduction to Shale Gas & LNG

August 5-6, 2010 • Norris Conference Center • Houston, TX

*Understand the fundamentals of the LNG market and get a thorough understanding of the development and global implications of natural gas shale.*





# Introduction to Shale Gas & LNG

August 5-6, 2010 - Norris Conference Center - Houston, TX

**Attend Both Days Or Just One...See Registration Form For Details!**

## What You Will Learn

### Shale Gas (Day One)

The paradigm shift in the natural gas market has occurred due to the development of shale gas production. The sheer size and locations of the production areas has made shale gas the most significant change to the North American energy complex in the last ten years.

With the pending impact of shale gas on the complex, it is critical to understand all the implications and issues associated with this new production. The energy professional will need to be well versed in regards to natural gas shale production.

This course will provide a thorough understanding of the history, the current state of development, as well as, a look into the future of natural gas shale. We will also be examining the key issues surrounding shale gas production, such as regulatory, environmental concerns and market implications. At the conclusion of the class, the participant will have gained a thorough understanding of the dynamics in the development of natural gas shale and the implications on not only the North American market, but globally, as well.

### Topics covered include:

- **History of Shale Gas Production**  
The beginning to present day.
- **Extraction Methods "The Revolution"**  
The development of the current extraction methods.
- **Location and size of Production Areas**  
Where the fields are located, the estimated reserves, why it all matters.
- **Environmental concerns.**  
What are the issues surrounding development and extraction of shale gas.
- **The Impact of Shale Supply on the North American Market**  
Analysis of the drivers changing the NA marketplace.
- **Global Implications**  
How and why shale gas production will impact the global market.

### LNG (Day Two)

The LNG course will present information on both a broad scope and on a detailed analysis of the LNG market. From the macro-economics which drive the product to developing the physical infrastructure, all elements of the LNG market place will be examined. Participants will be engaged in the fundamentals as well as the economic and political factors which impact the LNG market.

The LNG market is global in nature, and as such, the course will examine the market forces on a global scale that impact the development, processing,

### Course Times

9am - 4pm, August 5  
9am - 4pm, August 6

### Venue Location

**Norris Conference Center**  
Houston/City Centre I/  
10 Katy Freeway Area  
803 Town and Country Lane  
Houston, Texas 77024  
713.590.0950

Recommended hotels on registration form.

### Registration Fees

Shale Gas Only (Aug 5): \$895  
LNG Only (Aug 6): \$895  
Both Programs (Augs 5-6): \$1,595\*

Fee includes full course, expert instruction, course materials, continental breakfast & lunch.

## 3 Easy Ways to Register

**1** Call PMA Conference Management at 201.871.0474 or send email to: register@pmaconference.com.

**2** Complete & fax this form to 253.663.7224.

**3** Complete & mail the form to: PMA Conference Management, POB 2303, Falls Church, VA 22042.



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transportation, and marketing of LNG.

At the conclusion of the course, the participant should come away with an understanding of the fundamentals of the LNG market. This would encompass a broad range of topics from the physical dynamics, the history, the economics, and the current environment. These topics will enable the participant to understand the role of LNG in the current energy market place as well as the future projections for LNG.

## Topics covered include:

- **LNG market overview**  
Review of LNG on a macro level, introduces the product to the audience.
- **What is LNG**  
A detailed evaluation of what LNG actually is and why that matters.
- **How the Process Works**  
An evaluation of the process for creating LNG both on liquefaction and de-liquefying.
- **LNG Tankers**  
Analysis of the types of ships, the fleets, the locations, and shipping dynamics.
- **The North American Infrastructure**  
A break down of the NA LNG terminals, capabilities and future expansions.
- **Regulation**  
A look at the current and proposed regulation that drives the market.
- **The LNG Market Place**  
How and why the marketplace works. Key drivers and what the future holds.

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## Who Should Attend

Program is intended for general audiences. Ideal for professionals seeking to gain a fundamental understanding of these emerging industries. Program assumes little to no previous knowledge of LNG and/or Shale Gas markets and technologies.

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## CPE Credits



This course earns 13 CPE credits. EMI awards credit hours towards CPE and Certified Purchasing Manager status (CPM).



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## *Learn From the Experts that Experts Trust*

EMI experts are frequent editorial contributors to petroleum magazines & are trusted by today's leading news sources.

Our experts have been featured in:

Futures Magazine • The Wall Street Journal • USA Today • The New York Times • The Washington Post • Journal of Commerce • CNN • NBC • CBS • ABC • Bloomberg • Reuters

**EMI's leading industry experts** have an average of over 30 years of knowledge and experience in:

**Energy • Commodity trading • Risk management  
• Education • Consulting • Financial services**

Plus many years of managing marketing, international trading, manufacturing, consulting, start-up operations and project finance operations of well-known companies; integrated major oil companies as well as international trading companies.

EMI's industry experts have also provided risk and value management analysis, advice, information, and services to a variety of companies in the electric power industry. Clients have included power marketers, integrated utilities, retail power providers, hedge funds, and power plants.

**Highlights of our instructors' experience** include: • Trading both the physical natural gas market and financial derivatives such as basis swaps and NYMEX swaps • Natural gas asset acquisition and optimization involving transactions of both physical and financial • Commodity procurement, risk management for fixed price positions, developing prices/product offerings, searching for and evaluating value added scenarios/new market opportunities • Developing a suite of models for a variety of power markets that quantify value and risk • Managing spark spread portfolios for hedge funds in the power markets • Operating in futures trading pits as a market observer in the power markets • Developing working papers for investigations and performing compliance audits in the power industry • Helping Texaco initiate its first use of futures exchanges as an integral part of hedging/trading strategy • Chief Operating Officer of Triwell Marketing and refining • Director of OPIS, Oil Price Information Service, a management-consulting and educational services group that solely focused on the downstream energy industry • Member of Board of Directors of Longview Refinery • Member of the New York Mercantile Exchange Petroleum Advisory Board • Expert witness for a hearing before the subcommittee on surface transportation for the Commerce, Science, and Transportation Committee of the US Senate • Supplied expert testimony to a US Senate sub-committee hearing on diesel petroleum product pricing • Supplied testimony to the Federal Highway Administration regarding fuel tax evasion • Expert witness in a MTBE litigation against the major oil companies • Publishers of The Daily Hedger, BTU's Daily Gas Wire and BTU's Daily Power Report, which advise thousands of petroleum professionals daily.

Our instructors are frequent expert speakers for numerous petroleum industry events and trade associations including: • DOE DESC World Energy Conference • OPIS Fleet Fueling • NYMEX • Fuel Management University • NATSO • ATA • AAA • Dairy Distribution • eyeForEnergy eCommerce • OPIS Supply Summit • CIOMA • American Society of Mechanical Engineers • American Society of Lubricating Engineers • Ambrust Aviation • NACHA.

Over the years EMI has developed a series of intensive courses covering all aspects of Energy from production all the way to managing the impact price and volatility on the margin of end-users, resellers, traders, marketers, shippers, retailers and refiners. Our instructors have had the privilege to instruct thousands of professionals representing all aspects of the energy industry, including every major oil company (i.e. Exxon Mobil, BP, Shell, Equilon, Motiva) major power utilities (i.e. Sempra, Edison Mission, Berkley, Toronto Hydro, Dominion, Conectiv) small marketers (i.e. Sprague, Getty, Southern Counties, Western Petroleum) trucking fleets from 50 to 10,000 (i.e. UPS, U.S. Postal Service, Yellow, Pepsi, Werner), gasoline-powered fleets hyper-markets (i.e. The Pantry, Wawa, BJ's Wholesale) and many fortune 500 energy consumers.



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## REGISTRATION FORM

### Registration Fees

- Shale Gas Program Only (August 5): \$895
- LNG Program Only (August 6): \$895
- Both Programs (August 5-6): \$1595

This fee includes expert instruction, course materials and lunch. Discounts available for additional attendees.

### Enrollment Information (Please Print Clearly)

First Name: \_\_\_\_\_

Company Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

Phone: \_\_\_\_\_ Zip: \_\_\_\_\_

Email Address: \_\_\_\_\_ Fax: \_\_\_\_\_

### Payment Method

- Please invoice my company (payment must be received prior to course date)
- Mastercard     Visa     American Express

Card Number: \_\_\_\_\_ Expiration Date:    /    /

Card Holder Name: \_\_\_\_\_

Card Holder Signature: \_\_\_\_\_

### Refund/Cancellation Policy

Registration fee is 100% refundable with 14 days cancellation notice. 80% refundable with 5 days cancellation notice. Cancellations are non-refundable day of or after the event.

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Houston, Texas 77024  
713.590.0950

### Recommended Hotels

#### Hotels within walking distance:

**Hotel Sorella (Attached by skybridge)**  
800 West Sam Houston Parkway  
Houston, TX 77024  
PH 713.973.1600  
www.hotelsorella-citycentre.com

**4 Points Sheraton (0.7 miles)**  
10655 Katy Freeway  
Houston, TX 77024  
PH 866.716.8133  
www.FourPoints.com/MemorialCity