

*10th International Conference on
Petroleum Data Integration, E-Commerce, and Data Management
April 19-21, 2006
JW Marriott Hotel near the Galleria, Houston, Texas USA
TECHNICAL PROGRAM*



Thanks to Our 2006 Conference Sponsors:

Wednesday, April 19, 2006

7: 00 – 7:50 am Registration and Continental Breakfast

7:50 am Conference Welcome – Philip C. Crouse, PE, Program Moderator

Management Solutions for Structured and Unstructured Data

8:00 am – 8:25 am (1) Creating Value for Unstructured Data at Kerr-McGee
Paul Haines, Anna Shaughnessy, and Jim Briggs, IM&T Information Management, Kerr-McGee Oil and Gas Corporation, Houston, Texas, USA

8:25 am – 8:50 am (2) Analog-Based Asset Evaluation Combining Knowledge, Unstructured and Structured Data
Jeffrey Pferd, Senior Vice President, Products, Petris Technology, Inc., Houston, Texas, USA

8:50 am – 9:15 am (3) Corporate Information Decay (CID) – Identification, Control and Mitigation of Data, Application, and Process Decay
Paul Coward, President, and John Kilbride, SD Processes Inc., Calgary, Alberta, CANADA

9:15 am – 9:40 am (4) Chains – Gathering Requirements and Linking Processes for E&P Data Management
Wesley Baird, dataMatters Consulting, Inc., Calgary, Alberta, CANADA

9:40 am – 10:20 am BREAK in Exhibit Area

10:20 am – 10:45 am (5) The Centralization of Documents Relating to a Well
Kit Bright, Northrock Resources, Ltd., Calgary, Alberta, CANADA and Lori Adams, President, Rapid Technology Corporation, Calgary, Alberta, CANADA

10:45 am – 11:10 am (6) Geographic Text Search: A New Approach to Information Discovery
Betsy Palkowsky, Product Manager, MetaCarta, Inc., Houston, Texas, USA

11:10 am – 12:00 pm KEYNOTE PRESENTATION

The Cutting Edge of Large Data Management Systems

Nancy Stewart, Senior Vice President, and Chief Technology Officer, Wal-Mart Stores, Inc., Bentonville, Arkansas, USA

Nancy Stewart is Senior Vice President and Chief Technology Officer for Wal-Mart Stores, Inc. She joined Wal-Mart as Vice President for Networking Systems, Large Systems, Operations and Data Warehouse in the Information Systems Division in 2004.

With the petroleum industry facing large data management issues, Wal-Mart data base management dramatically exceeds the largest operator database sizes and uses significant real-time data management to run its business effectively.

12:00 pm – 1:10 pm LUNCH (Included with conference registration)

Data and Information Quality

1:10 pm – 1:35 pm (7) The Historic Journey to Data Quality Management

Dag Heggelund, Chief Executive Officer,
InnerLogix, Inc., Houston, Texas, USA

1:35 pm – 2:00 pm (8) Measuring Information Quality

Philip Lesslar, Principal Data Management Consultant,
Shell International Exploration and Production Inc., Houston, Texas, USA and
Bruce Rodney, Technology Director, Exprodat, Inc., Denver Colorado, USA

**2:00 pm – 2:25 pm (9) CSI and Forensic Data Quality Techniques:
A Case Study on Resolving a Conversion Gone Bad**

Paul Gregory, President and Managing Partner,
Intervera Data Solutions, Calgary, Alberta, CANADA

2:25 pm – 2:50 pm (10) Practical Data Quality

Robert Friedrich, Principal, Knightsbridge Solutions LLC,
Chicago, Illinois, USA and Shannon Tassin, Senior Principal-Energy Practice,
Knightsbridge Solutions LLC, Houston, Texas, USA

2:50 pm – 3:30 pm BREAK in Exhibit Area

Data, Information and Knowledge Management

**3:30 pm – 3:55 pm (11) Connecting the Accounting and Engineering Data Silos –
Pioneer Natural Resources and the Evergreen Plan**

Andrea Chiappe, Senior Analyst, Engineering and Development, and
Jenna Anaya, Pioneer Natural Resources, Irving, Texas, USA
and Christoph Faig, Director, aclaro softworks, inc., Houston, Texas USA

3:55 pm – 4:20 pm (12) Are You Managing the Return on Your Data Investment?

John Jacobs, Manager, ITS E&P Solutions Development,
Anadarko Petroleum Corporation, The Woodlands, Texas, USA,
and Scott Schneider, President, Volant Solutions, Inc., Houston, Texas, USA

**4:20 pm – 4:45 pm (13) Information Management and Integration Are the Bridges to
Increased Value Generation from Information Assets**

Lisa Critchlow, Kim Gold, and Kay Marlowe,
Halliburton Digital and Consulting Solutions,
Information Management and Infrastructure, Houston, Texas, USA

**4:45 pm – 5:10 pm (14) New Demands for Value –
The Emerging International Business Case for IM**

Jess Kozman, Schlumberger Information Solutions,
Kuala Lumpur, MALAYSIA

5:15 pm – 6:15 pm RECEPTION Sponsored by Schlumberger Information Solutions

Schlumberger

Thursday, April 20, 2006

Registration and Continental Breakfast 7:15 am – 7:50 am

8:00 am – 8:25 am (15) Oil and Gas Life Cycle Management- Opportunity Management –Become More Efficient or Get Left Behind

Pat Rhynes, Vice President Solutions Development,
and David Smethurst, Vice President Sales and Marketing,
Rapid Solutions Corporation, Calgary, Alberta, CANADA

8:25 am – 8:50 am (16) A Framework for Information Management in the E&P Industry

Stephen M. Cooper, Vice President Technology and Data Quality,
IHS Energy Information Services, Denver, Colorado, USA

8:50 am – 9:15 am (17) Banking, Investment and Risk Management: The Role of E&P Databases

Paul O'Neill and David Sullivan,
Tigress Limited, Marlow, Buckinghamshire, ENGLAND

9:15 am – 9:40 am (18) Why Do Some Companies Succeed in Knowledge, Information and Data Management While Others Fail? Or How to Succeed with Your KIDS”

Alan Smith, Managing Consultant, Paras Consulting, London, ENGLAND

9:40 am – 10:25 am BREAK in the Exhibit Area

Data Integration, Architecture and Formatting

10:25 am – 10:50 am (19) Does Google Earth Have a Role in Working with G&G Applications and Data?

Clay Harter, Chief Technology Officer,
OpenSpirit Corporation, Sugar Land, Texas, USA

10:50 am – 11:15 am (20) Lessons Learned from Site Assessments

Steve Hawtin, Solutions Architect, Schlumberger Information Solutions,
London, ENGLAND, and Frederic Fumey-Humbert, Practice Manager,
Schlumberger Information Solutions, Houston, Texas, USA

11:15 am – 11:40 am (21) EverythingML – Is XML Really the Answer to All Our Problems?

Cary Purdy, Vice President Commercialization, and Kevin Brady,
Vice President Marketing, Knowledge Systems, Houston, Texas, USA

Standards

11:40 am – 12:05 pm (22) The Importance of Spatial Standards for Oil and Gas

Trudy Curtis, CEO and CIO, PPDM Association, Calgary, Alberta, CANADA

12:05 pm – 1:15 pm LUNCH is generously sponsored by Saudi Aramco



Standards (Continued)

- 1:15 pm – 1:40 pm** **(23) Building the GIS: Maintaining Integration Standards without Compromising Purpose**
Melanie McQuinn, Senior International Data Advisor, Global Support, International Data Accumulation Division, IHS Energy, Houston, Texas, USA
- 1:40 pm – 2:05 pm** **(24) Putting the Pieces Together – Keys to Successful Implementation Projects of PPDM**
Trudy Curtis, CEO and CIO, PPDM Association, Calgary, Alberta, CANADA
- 2:05 pm – 2:30 pm** **(25) Report on the 6th National Data Repository Meeting (NDR6)**
Paul Maton, Director of POSC Europe, Surrey, ENGLAND, and Martin Peersmann, TNO-NITG, Utrecht, THE NETHERLANDS
- 2:30 pm – 2:55 pm** **(26) E&P Integrated Data Exchange Standards: WITSML™ and More**
Alan Doniger, CTO, Paul Maton, Director of POSC Europe, and Gary Masters, Sr. Data Modeler, POSC, Houston, Texas, USA
- 2:55 pm – 3:40 pm** **BREAK in Exhibit Area**
- 3:40 pm – 4:05 pm** **(27) Taking the Business Intelligence Leap – Taking the Business Intelligence Leap – Sharing Production Data across the Enterprise**
Kemal Farid, President and CEO, Merrick Systems, Houston, Texas, USA
- 4:05 pm- 5:15 pm** **PANEL OPEN FORUM**
Data Management - Critical Operator Issues
Panel Chair – Ellen W. Hoveland, SDE Coordinator, Global GIS Group, Anadarko Petroleum, The Woodlands, Texas USA
- 5:15 pm – 6:15 pm** **RECEPTION**
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Friday April 21, 2006

Registration and Continental Breakfast 7:15 am – 7:50 am

Case Studies by Operators and Service Industry

8:00 am – 8:40 am (28) Technology Solutions for Tying It Together – Kerr McGee’s Global Data Explorer
David Terribile, Data Management Technical Advisor, Kevin Shows and Gary Meyers, Kerr-McGee Oil and Gas Corporation, Houston, Texas, USA

8:40 am – 9:20 am (29) Value Creation in the Digital Age – An Information Management Approach
Abbas Mehrabian, Manager, Schlumberger Information Solutions, Kuala Lumpur, MALAYSIA and Jess Kozman, Schlumberger Information Solutions, Kuala Lumpur, MALAYSIA

9:20 am - 10:00 am (30) Improving Technology Investment Planning with IT Software Metering
Debbie Garcia, PetroIST Supervisor, Ft. Worth, Texas and Dan Shearer, Manager, Technology Enhancement, Burlington Resources, Houston, Texas, USA

10:00 am – 10: 35 am BREAK in Exhibit Area

10:35 am – 11:05 am (31) Public Private Partnership in E&P Data Management – A Pakistan Case Study
Atif Siddiqi, Program Manager, LMK Resources, Dubai , UAE

Emerging Technologies

11:05 am – 11:35 am (32) Aging Driller Demographic, Sarbanes Oxley and Using Technology to Deal with Both
Ashe Menon, Director of Strategy, FITIRI Inc., Houston, Texas USA

11:35 am – 12 Noon 10th Annual Conference 10 Year Review Recognition and Awards
Philip C. Crouse, PE, President, Philip C. Crouse and Associates, Inc., Petroleum Network Education Conferences, Dallas, Texas, USA

Conference Concludes before 12 Noon

Alternate Papers

Using Handheld Devices, Communication, Data Warehousing and the Internet to Allow Response to Emergency Situations
Ashe Menon, Director of Strategy, FITIRI Inc., Houston, Texas, USA

Papers and Alternates are subject to change and cannot be guaranteed