

I am Mike Doyle, President of the CAGC (Canadian Association of Geophysical Contractors). As part of our ongoing synergy discussions with the CSEG, I have been allowed to contribute a monthly column to the Recorder. I would like to thank Doug Uffen and the CSEG Executive for this ongoing opportunity.

The CAGC is the only industry Association representing seismic business interests in Canada. We exist along with our counterparts representing their respective business units – CAODC (Drillers), PSAC (Service), CEPA (Pipelines), SEPAC (Small Producers) and CAPP (Large Producers).

Our membership comprises some 250 member-companies representing a workforce of over 10,000. In today's world some of our ongoing challenges include better relationships with landowners, lessening the footprint through greater synergies with Forest companies, and protecting Data under intellectual property rights. These are but a few of our many concerns in today's environment. We also work closely with all levels of Government on seismic issues and as well we work cooperatively with other Associations on bigger picture issues. For example we currently sit on the Board and also the Steering Committee of the Petroleum Human Resources Sector Council – a Federal body empowered to consider and deal with the HR issues that our industry face today and will face in the next decade.

Many CSEG members are also CAGC members by way of working for companies that are CAGC members. One only has to note that most of the companies that advertise in the Recorder and sponsor CSEG events are CAGC members. Another example of our close ties is Dave Siegfried, a Past Chair of the CAGC, whom now sits on the CSEG Board, plus Mike Cardell a past Director of the CAGC is the Chairman of the Skispree committee.

It is important to note the close ties between our Associations. It is true that our mandates differ slightly but ultimately one relies on the existence of the other for its own longevity – whether directly or indirectly.

However it is today's scenario surrounding this issue that I would like to discuss in this column. In today's world, the geophysicist has become disconnected from the field. I would ask you to think of the number of programs that you have taken care of from the office that you have actually gone out into the field to visit. From canvassing the field crews, the suggestion is somewhere in the vicinity of less than 5 %. This is a long cry from a decade ago where many geophysicists were required to spend a week or two in the field even before being allowed to begin work for the company in office. Today there exist geophysicists who have not touched the earth where their programs ran. Their programs exist on computers and on paper but the issues surrounding the field are not theirs – they cannot be held accountable for the lines left in the bush, the holes in the ground or the inevitable issues surrounding the public, the landowners, and the media.

There are many reasons for the disconnect – the interjection of intermediaries, the economic arguments dealing with time and money, the lack of loyalty in today's workforce and conversely the lack of loyalty by companies towards their workforce. However true successes into today's business world still tend to be individuals who have come up through the ranks – those who have taken the time to understand their business and the businesses that service and supply theirs and to build their own solutions – the Bill Gates of the world.

Today, as in the past decade, the oil industry remains publicly perceived as a "dirty" industry – a "sunset" industry. We have consistently played the ostrich – sticking our head in the ground and quietly going about our business hoping that no one notices us. Of course, all that has changed with the advent of the immediate media – the Internet – and thus the need for other media to be more dramatic to retain their market share. We are now thrust into the public eye and have spent the last 5 years playing catch-up – learning how to operate there effectively.

It is an all-encompassing issue that we are all involved in. It is important that we all do our share – understand what our work can and can't do, understand what technologies are out there, understand what it takes to deliver whatever the client's particular needs are. Therefore we encourage the geophysicist to close the loop. It does not matter if you work through intermediaries or not – all levels of the business will assist in taking you to the field and making sure you understand what you are seeing. These are valuable resources that are under utilized. Your greater knowledge base will assist not

only you but also the industry as a whole in its continuing evolution to provide a better more environmentally friendly product.

Finally I will close with these comments - I would like to remind you of the great overlap between our Associations. It is in each other's best interest to ensure the other is succeeding. From our standpoint, our member companies encourage their workforce to be members of the CSEG. I would therefore ask that you encourage the companies that work for you on your programs to be members of the CAGC. As the business Association for seismic, we are the driving force in representing industry as regulations change and as well in ensuring our membership is aware of and uses the most up-to-date safety and technology information and methods. It is only through our internal distribution system that this information reaches our members in the Industry. Those that chose not to be our members often lag behind on the newest techniques and are often not up on the current issues surrounding safety in seismic. Consider this part of your own due diligence.

I encourage your feedback through Letters to the Editor - also visit us at our website - www.cagc.ca

From The Thursday Files:

Most people never feel secure because they are always worried that they will lose their job, lose the money they already have, lose their spouse, lose their health, and so on. The only true security in life comes from knowing that every single day you are improving yourself in some way, that you are increasing the caliber of who you are and that you are valuable to your company, your friends, and your family.

Anthony Robbins