



AAPL Mission Statement

AAPL's Mission is to promote the highest standards of performance for all land professionals, to advance their stature, and encourage sound and ethical stewardship of energy and mineral resources.

Things We Are Going to Discuss Today:

1. History of AAPL
2. Recent Structural Changes of the Association
3. Membership and Education Fast Facts
4. Major Motions from Recent Meetings
5. Plans for the Future of AAPL / NAPE
6. Tips on How to Survive in this Market
7. Final Thoughts

AAPL History

AAPL Established in 1955

- ▣ Prior to becoming our own Association, we were part of the National Oil Scouts in 1940. Due to the large number of Landmen in the association, the National Oil Scouts changed their name to “National Oil Scouts and Landman’s Association”.
- ▣ Established 1955
 - By and for company Landmen – 1955
 - At the 2nd Annual Meeting in 1957 Canada was included as a member of the AAPL
 - Admitted field Landmen in 1964
 - Not for profit entity

Structural Changes of the Association

AAPL Headquarters

800 Fournier St.
Fort Worth, TX 76102



AAPL Headquarters

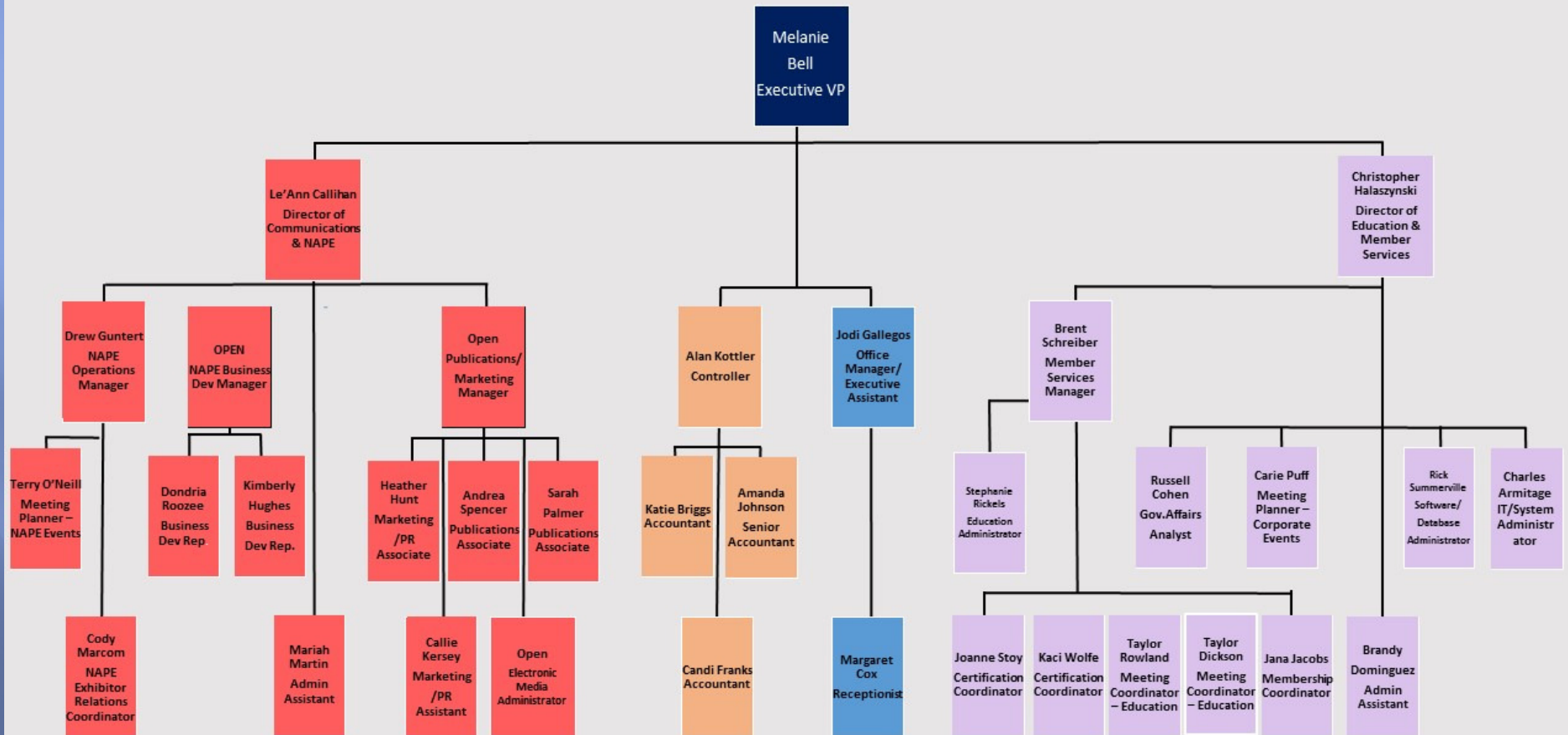
800 Fournier St.

Fort Worth, TX 76102

- ▣ Took out a line of credit of \$5 million
- ▣ AAPL Invested \$3.95 million in the new headquarters
- ▣ AAPL is 100% debt free

AAPL Org Chart

AAPL/NAPE Organization Chart



Melanie Bonner Bell, CPL

- ▣ 32 year veteran in the land industry
- ▣ Previously the Director of U.S. Onshore Land for BP America Production Company
- ▣ Previously oversaw all land activities for the firm, maintaining and developing stakeholder relationships and managing more than 150 land staff and contractors
- ▣ Prior to BP, practiced law as an oil and gas attorney
- ▣ Served on AAPL Ethics Committee and served as a director for Houston Association of Professional Landmen

Melanie
Bell
Executive
VP



Le'Ann Callihan
Director of
Communications
& NAPE



Christopher
Halaszynski
Director of
Education &
Member Services

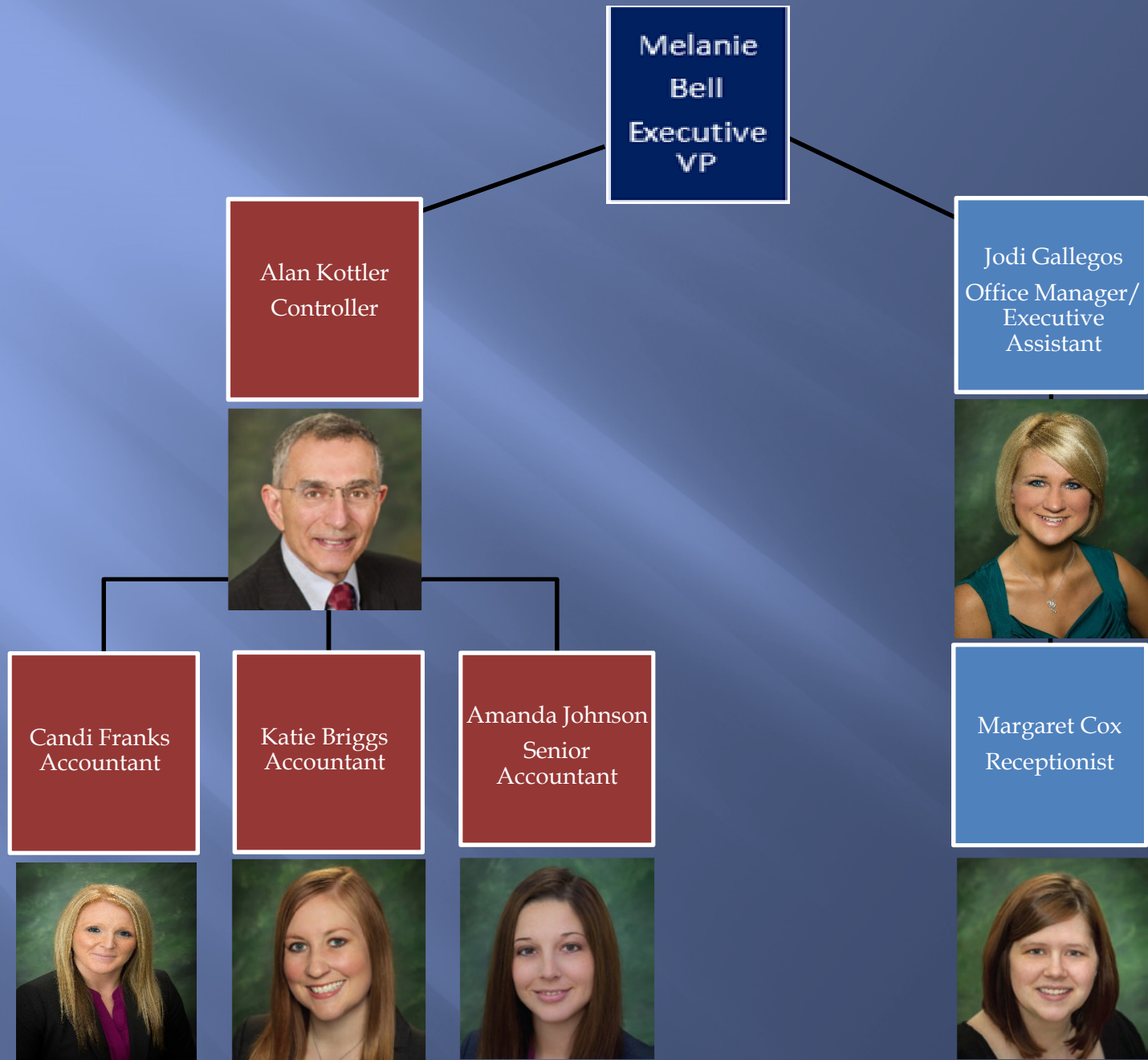


Alan Kottler
Controller



Jodi Gallegos
Office Manager/
Executive
Assistant





Le'Ann Callihan
Director of
Communications
& NAPE

Drew Guntert
NAPE
Operations
Mgr



Open
NAPE
Business Dev
Mgr

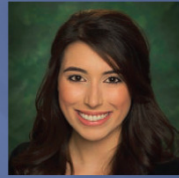
Terry O'Neill
Meeting
Planner -
NAPE Events



Dondria
Roozee
Business
Development
Rep.



Kimberly
Hughes
Business
Development
Rep.



Cody Marcom
NAPE
Exhibitor
Relations
Coordinator



Mariah
Martin
Admin
Assistant



Heather Hunt
Marketing/PR
Associate

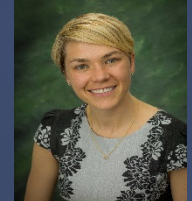


Open
Publications/
Marketing
Manager

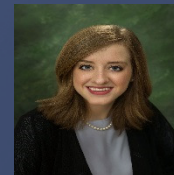
Andrea
Spencer
Publications
Associate



Sarah
Palmer
Publications
Associate



Callie
Kersey
Marketing/PR
Asst.



Open
Electronic
Media
Admin



Christopher Halaszynski
Director of Education & Member Services

Brent Schreiber
Member Services Manager



Stephanie Rickels
Education Administrator



Russell Cohen
Gov. Affairs Analyst



Carie Puff
Meeting Planner - Corporate Events



Rick Summerville
Software/ Database Administrator

Charles Armitage
IT/Systems Administrator



Joanne Stoy
Certification Coordinator



Kaci Wolfe
Certification Coordinator



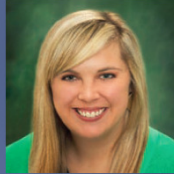
Taylor Rowland
Meeting Coordinator - Education



Taylor Dickson
Meeting Coordinator - Education



Jana Jacobs
Membership Coordinator

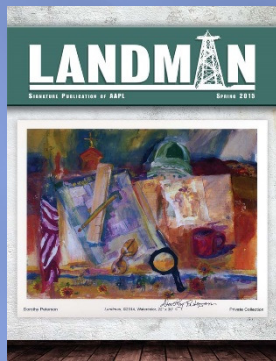


Brandy Dominguez
Admin Assistant

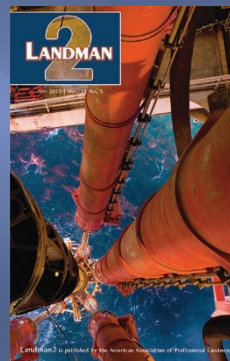


Publishing

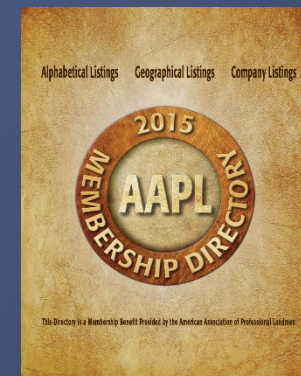
Landman Magazine



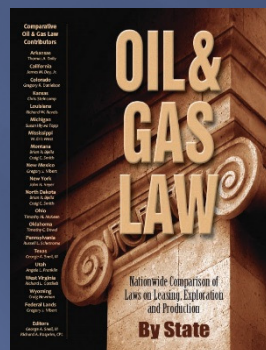
Landman2 Magazine



Landman's Directory



*Oil and Gas Law
Comparison (By State & Topic)*



Membership & Education Fast Facts

Membership

2/1/2016

Membership = 17,982

2/22/2016

Membership = 18,276

3/28/2016

Membership=18,525

Active: 15,595

Associate: 2,223

Senior: 173

Student: 534

CPL's: 2,872

CPL/ESA: 55

RPL's: 2,253

RL's: 692

37.65% of Active Members hold an advanced designation
Gain of 543 members in 57 days

Renewal period: July 1, 2015 – June 30, 2016

Education

Regional Institutes

- Southwest Land – Fort Worth, Texas (April 2016)
- Santa Fe Land – Santa Fe, New Mexico (Sept 2016)
- Texas Land – Houston, Texas (Sept 2016)
- Appalachian Land – Morgantown, West Virginia (Oct 2016)
- Gulf Coast Land – New Orleans, Louisiana (Oct 2016)

New 2016 Seminar Offerings

- Ethics 360 Program
- Negotiations
- Pooling
- Marketable Title
- Due Diligence
- Basics of GIS
- 2015 – 610 JOA
- Surface Use Access/ROW
- Oil and Gas Lease & Provisions

Major Motions From Recent Meetings

Motions from Previous Meetings

- ▣ Creation of AAPL Standing Committee on Accreditation (12-14)
 - University of Texas Energy Management Program (6-15)
 - Marietta College of Ohio (3-16)
- ▣ Changes in CPS Certification process (12-15)
- ▣ 2015 ~ 610 Model Form JOA (9-15) (12-15)
- ▣ Approved Video Library includes over 100 courses for over 1,000 credits offered at \$10.00 per CEU for members (3-16)
- ▣ Financial Assistance for AAPL Directors (3-16)

Fundamental Changes 2015~610

Model Form JOA

- ▣ 4 Year Task Force – 8 Lawyers/Landmen
 - One served on 1989 Task Force
- ▣ Reviewed court cases and identified additional issues
- ▣ Started with 610-1989 Horizontal Form
- ▣ Revised and created new definitions

Fundamental Changes 2015~610 Model Form JOA

- ▣ Clarified failures of title and potential loss provisions
- ▣ Major rewrite of Article V provisions-clarifies liability and operator resignation
- ▣ Major clarification language for Article VI
- ▣ Incorporates many standard Miscellaneous Provisions of 1982 and 1989 Forms

2015 -2016 610 Model Form JOA Rollout Plan

- ▣ November 5, 2015 – High level industry roll-out
- ▣ AAPL produced JOA vs. Forms On a Disk (May 1, 2016 delivery)
- ▣ Produce committee notes on why certain provisions were written the way they were
- ▣ Developing new AAPL 2015-610 Model Form JOA Courses in 2016
- ▣ 2015-610 Model Form JOA courses will be offered at Annual Meeting in Orlando, FL in June 2016
- ▣ Developing with Rocky Mountain Mineral Law Foundation for a two day joint special institute. (Tentative Houston November 3 & 4, 2016)

Major Certification Changes

- ▣ **Determining Ownership:**

- ▣ **March 2015 AAPL BOD voted to:** “.....Amend the requirements for certification to add Landmen who **determine ownership in minerals through the research of public and private records** (Landwork-Letter C) to be qualified for consideration as a RPL or CPL....”

- ▣ **Surface Functions:**

- ▣ **September 2015 AAPL BOD voted to include the following into the Certification and Membership Policy Manual:** “Functions performed by landmen relating **to surface uses that are directly applicable to the exploration for and/or development of minerals**, up to and including either: 1) the first point of sales; or 2) the inlet to a processing plant, whichever is farthest from the wellhead, but not beyond, shall be included under the Bylaws definition of Landwork as referenced in Article 2, Section 1, Letters B and E.”

Retired CPL

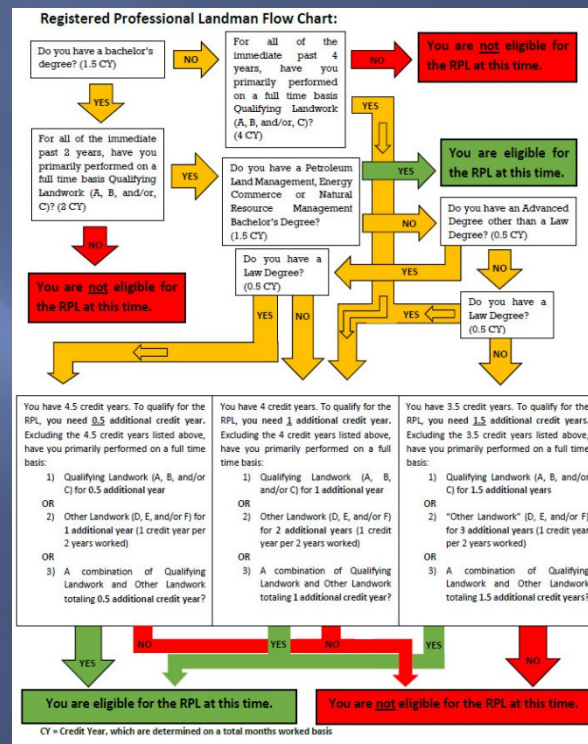
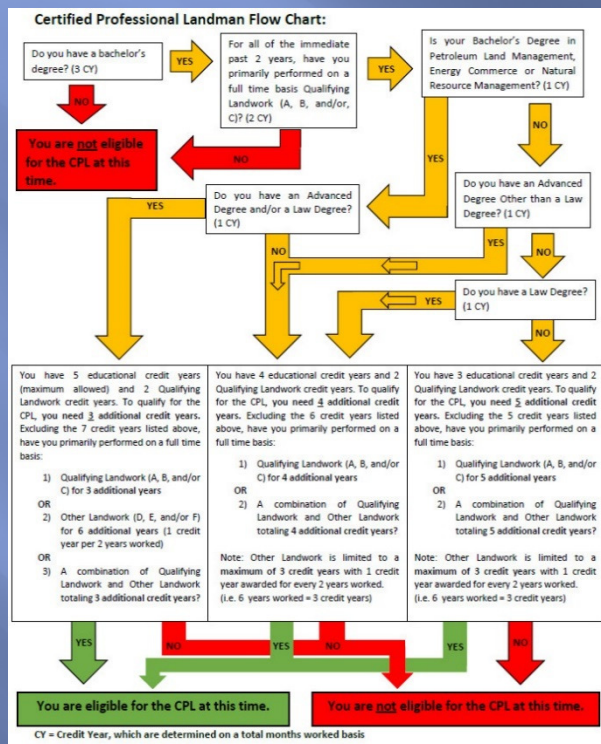
▣ Requirements:

- CPL in good standing
- At least 55 years of age
- 2 prior recertifications
- Retired from landwork prior to application
- Prohibited from practicing Landwork for third-party compensation

▣ Benefits:

- No longer required to recertify every five (5) years
- Yearly membership dues reduced one half the current yearly cost
- May reinstate Experienced CPL status
 - upon request written request to the Certification Committee
 - passage of the current CPL exam pursuant to Article VIII.
 - by completing the CPL review class
 - The date of reinstatement shall be considered the start of a new recertification period
- Enjoy all the privileges of an Active Member
 - Serve on a Committee as a member or its Chair
 - Does exclude ExCom and Board of Director position
 - Cannot sponsor RL, RPL, or CPL applicants

RPL/CPL Eligibility Flowcharts



Eligibility Flowcharts can be found on AAPL's website on the Certification main page as well as inside the current downloadable application itself.

Plans for the Future of AAPL / NAPE

Plans for the Future of AAPL

- ▣ Pay off new building debt (Approved 3-16)
- ▣ Continue internal reorganization of AAPL
- ▣ Develop programs for growth and retention
- ▣ Create new AAPL technologies
- ▣ Create advanced educational opportunities
- ▣ AAPL has taken over sponsorship of Paul Nielsen's *LandNews*

NAPE

Upcoming NAPE Events

Summer NAPE ~ August 10-11, 2016

George R. Brown Convention Center ~ Houston, TX

NAPE Denver ~ October 12-13, 2016

Colorado Convention Center

Summit ~ February 15-17, 2017

George R. Brown Convention Center ~ Houston, TX

NAPE Re-Cap

▣ Summer NAPE 2015

- Forecasted 4,000 attendees and registered 4,400
- 291 Exhibitors
- \$396,700.00 sponsorship revenue
- Prospect Preview Theater hosted standing-room only crowd
- Cut expenses 21.7%
- Net income of over \$1 million

- ▣ Sponsorship dollars already secured for 2016
Summer NAPE total \$316,025

NAPE Re-Cap

▣ NAPE Denver 2015

- Forecasted 1,500 attendees and registered 1,606 (including 330 walkups/onsite registrants)
- 126 Exhibitors
- \$93,275.00 sponsorship revenue
- 350 people participated in our Denver Business Conference & Luncheon
- Prospect Preview Theater hosted standing-room only crowd
- Cut expenses by \$605,153.95 – more than 47%!

NAPE Denver ~ October 12-13, 2016

NAPE

▣ NAPE Summit 2016

- Forecasted 10,000 attendees and registered 11,353 (including over 2,000 walkups/onsite registrants)
- 694 Exhibitors
- \$2,178,650.00 sponsorship revenue
- 98 sponsors total (close to 100% capacity for sponsorships available.)
- Global expansion and integration of international prospects within domestic exhibits show floor
- Implementing two prospect preview theaters for both domestic and international players

Downward Trending Market Tips

Downward Trending Market Survival Tips

First and foremost: DO NOT Panic

- Adjust your attitude
- Be dedicated to your profession
- Make yourself indispensable
- Build on your relationships
- Do not get distracted from your goals
- Get more involved not less
- Education, Education, Education
- Diversify your services
- Be aware of your opportunities and act on them
- Never surrender your professional dreams

Final Thoughts

- ▣ New AAPL Ambassador Toolkit – link

<http://www.landman.org/resources/ambassador-toolkit>

- ▣ Relationships between independent contractors and employees
 - LLC / Corporation

Questions



AAPL

Marc Strahn, CPL

marc@wolfhavencorp.com