

Drilling conference promises to be informative

THIS YEAR'S PREMIER, co-sponsored conference on drilling technology will provide the opportunity for producers, contractors and service company professionals to meet, discuss, evaluate and share ideas. The program features 26 technical sessions with 90 papers. A plenary session is scheduled for each day. More than 85 companies and subsidiaries will complement the technical program as well as showcase new drilling advancements and equipment.

Prior to the Tuesday plenary session at 10:30 a.m., 2002 IADC Chairman **C Stedman Garber Jr** and 2002 SPE President **Stephen A Holditch** will give brief welcoming addresses. The presentation of the 2002 SPE Drilling Engineering Award to **Robert N Worral**, Senior Drilling Engineer for **Shell E&P Technology** will follow.

The SPE Drilling Engineering Award was established to recognize technical contributions or outstanding achievements in drilling engineering technology. The award is part of SPE's comprehensive peer recognition program.

As an innovator and inventor, Mr Worral's work has significantly impacted drilling and well technology over the past three decades. Some of the breakthroughs in which has been involved include:

- Slim hole drilling system for production wells
- Pressurized, mud cap drilling in deep, sour offshore wells
- Downhole magnetic forming of steels
- Magnet-O-Gell (instantaneous increase in liquid gel strength downhole)
- Bid hole drilling mud control valve
- Downhole power generation for instruments
- Multilateral well junction

Abstracts of the technical papers appear in the following pages. Plenary session topics include *HSE in Drilling: Improving perception and Reality*; *Riding the Roller Coaster of Business Cycles*; and *Managing Relationships Beyond Win-Win*.

IMPROVING INDUSTRY'S IMAGE

The drilling sector of our industry has established a good record in health, safety and environment (HSE) protection. However, the public perception of our industry seems oblivious to the many success.



Cary A Moomjian Jr

Instead, public attention often centers on perceived shortcomings and, worse, problems in other segments of the petroleum industry such as tankers and refineries.

While the drilling industry's HSE record is laudable we also recognize that it is not perfect. In this era of heightened attention to safety and environmental concerns it is imperative that the global drilling industry adopt a zero tolerance for unsafe and unsound acts.

It is imperative that the global drilling industry adopt a zero tolerance for unsafe and unsound acts and commit to achieve that goal.

The first plenary session, *HSE in Drilling: Improving perception and Reality*, includes a panel of regulators, operators and drilling contractors who will discuss the fallacies in the industry's public perception and how we might reshape our image.

The panel will also discuss the industry's existing HSE blemishes and review the goals, strategies and programs that have been and should be initiated to correct them.

ROLLER COASTER BUSINESS CYCLES

The energy industry is not the only industry that experience sometimes wild and unpredictable business cycles. Industries subject to radical business cycles face identical challenge—retaining, recruiting and training employees; managing capacity; sustaining product development and R&D; stabilizing pricing; optimizing inventory levels; and strategic planning.

Such industries include commercial airlines, the automobile industry, mining, defense and tourism are also affected by market cycles.

Wednesday's plenary session, *Riding the Roller Coaster of Business Cycles*, brings together a unique panel of senior executives from several industries to learn how they manage their cyclical businesses and to discover how the petroleum sector can learn from them.

MANAGING RELATIONSHIPS

Improving relationships within the upstream oil and gas industry has long been a cherished goal. Numerous theories and approaches have been espoused over the years to achieve this elusive objective.

The term "win-win" has come to exemplify these efforts, albeit to the extent of becoming somewhat clichéd and occasionally even a source of wry humor.

Rather than focusing on goals and theories, the panel in Wednesday's plenary session, *Managing Relationships Beyond Win-Win*, will explore the challenge of improving alignment by examining innovative models of commercial interaction that actually are working in the industry today.

DRILLING COMMITTEES

Special thanks go to **Cary A Moomjian Jr**, Vice President, General Counsel & Secretary for **ENSCO International**. As the 2002 Drilling Conference Advisory Committee Chairman and the Drilling Conference Program Committee Chairman, Mr Moomjian's efforts were instrumental in organizing this year's excellent and timely range of technical papers as well as the interesting plenary sessions. ■