

# IADC's new strategic vision aims at enhancing member service

**Mike Killalea, Editor & Publisher**

**IADC ALWAYS STRIVES** to look ahead and reinvents itself not just to meet the exigencies of today, but to beat the trends of tomorrow.

Recently, the Association's leadership completed work on a formal new strategic plan. The document, "IADC's Multi-national Mission: Strategic Directions for Today and a Vision for Tomorrow", lays forth a plan to improve members services in our ever-changing business, while enhancing even further IADC's organizational efficiencies.

diversity of membership—land and offshore, large and small, and whether operating multinationally or in a single market.

## DIVERSITY IS KEY

"Diversity is key to IADC," remarked Dr Hunt. "Our multinational presence grew enormously over the last decade. We want to ensure, therefore, that all segments of our membership receive value from IADC. In particular, we will be putting more focus through this plan on our new Drilling Services Division and our Land Division, for which we will employ

IADC/SPE Asia Pacific Drilling Conference will be held 11-13 Sept at the Hilton Hotel in Kuala Lumpur.

"Our other successful model for alliances has been in publishing," Dr Hunt said. "For nearly 7 years in partnership with PennWell we have marketed, printed and distributed our official magazine *Drilling Contractor* and our *Annual Membership Directory*. This commercially successful venture has resulted in enhanced readership for our magazine and, hence, an expanded audience for IADC's message."

Similarly, IADC will seek to expand IADC Publications. IADC Publications provides the industry with the industry-standard rig-reporting form the IADC Daily Drilling Report, along with references, such as the "IADC Drilling Manu-



Lee Hunt



Brian T Petty



Ken Fischer



Mike Killalea



Donna Carnahan

"The leadership's goal," explained IADC President Dr Lee Hunt, "is to restructure our internal and external stances to offer even more to the global drilling industry. It's become an overworked term, but this strategic vision really represents a paradigm shift in many ways."

The document first reaffirms and updates the Association's core values. IADC's 3 central core values are:

- Dedication to our role as provider of the most effective return on members' investment for solving the drilling industry's mutual technical, commercial and regulatory problems and for promoting drilling efficiency, advancing drilling technology and promoting safety in operations;
- Integrity in all Association business, because IADC's reputation with the public, government and the drilling and producing industry is paramount;
- That IADC's greatest strength is its

a dedicated, full-time staff member." (Please see p 47.)

IADC will also seek to expand its reach in several important areas, including conferences, publishing, information dissemination and association management. To optimize its presence to the utmost, IADC plans to aggressively seek out partnerships and alliances.

## ALLIANCES

"Alliances have already served IADC well," Dr Hunt said. "First, our successful partnership with the Society of Petroleum Engineers has created the E&P industry's very best conferences, the Annual IADC/SPE Drilling Conference. That event has proven so successful that we and SPE hold regional conferences each fall or winter to complement the larger event, in the spring."

The annual SPE/IADC regional drilling conferences alternate between the Middle East and Asia Pacific. The 2000

al", training materials and other books and products. IADC plans both to continue its recent practice of licensing its materials for others to market and to seek out new products to add to its own catalog.

## INTERNET

In this regard, the Internet is opening up a host of possibilities. IADC plans to accelerate its offerings of electronic products and papers and enhance others, including *Drilling Contractor* and "Drill Bits".

As the strategic vision paper puts it, "The goals are to improve efficiency and speed of communication; to reduce expense of information distribution; to improve members' access to IADC information."

## GOVERNANCE AND DUES

Speed is of the essence in the modern world. With that in mind, IADC's leader-

ship is reassessing the Association's traditional governance, which is through a Board of Directors comprising several hundred members. "We must examine the role and function of a large Board of Directors, with the goal of improving its efficiency and representation," the paper reads. "We must more specifically empower the Executive Committee to function as a final authority on issues and policies."

IADC's Executive Committee comprises 17 members, each serving a 3-year term.

The plan calls for implementing policy subcommittees of the Executive Committee that would work directly with IADC Division Vice Presidents, Committee Chairmen and IADC staff.

The leadership will also examine IADC's current dues structure with an eye toward the effect of industry consolidation on the Association's finances.

## STAFF LEADERSHIP

IADC has also revamped its organizational chart for its professional staff. The new arrangement establishes 4 key

departments—Government Affairs, Operations, Member Services and Administrative Services. Each will report to Dr Hunt. Other staff will report to the appropriate department head. The new set up should improve both internal staff communication and that between members and staff.

"This new organization will streamline internal reporting and, perhaps even more importantly, better harmonize our activities," Dr Hunt explained.

The 4 department heads are:

- Government Affairs: **Brian T Petty**, Senior Vice President-Government Affairs, whose portfolio continues to include staff leadership for IADC's entire multinational government-affairs efforts;
- Operations: **Ken Fischer** was named Vice President-Operations, with responsibility for IADC's 3 operating divisions (Land, Offshore and Drilling Services) and all standing committees except Government Affairs. These include HSE, Well Control, Training, Contracts,

Drilling Technology and Maintenance. IADC's Accreditation and Certification Department will also report to Mr Fischer, who was previously Vice President-Member Services;

- Member Services: **Mike Killalea** was named Vice President-Member Services, a department which includes membership recruitment, chapter liaison, conferences and IADC Publications, the Association's purveyor of forms, texts, manuals and other products. Mr Killalea will also continue as Vice President, Editor and Publisher of IADC subsidiary **Drilling Contractor Publications Inc**, which produces official IADC periodicals, including *Drilling Contractor*, "Drill Bits" and the *Annual IADC Membership Directory*;
- Administrative Services: **Donna Carnahan** is Director-Finance and Administration. Ms Carnahan's department has responsibility for managing the Association's finances, for maintenance of its computer system and for general office stewardship.