

EDITORIALS

From the Chairman

IADC: STAYING AHEAD OF THE CURVE

LIKE ANY ORGANIZATION that strives to stay ahead of the curve, IADC steadily reevaluates and reinvents itself. We pursue this reassessment of our strategy for the future with an eye toward ensuring that IADC represents a shared vision for its members and, importantly, that *all* sectors of our diverse membership are represented.

With these goals in mind, IADC recently revisited and reaffirmed its commitment to its fundamental core values:

- 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



John R Irwin, Chairman

paramount;

- That IADC's greatest strength is its diversity of membership—land and offshore, large and small, and whether operating multinationally or in a single market.

Adhering to these core values is a fluid process, a fact that IADC's future strategy recognizes. While a sense of permanence is comforting, it is an illusion. Change will occur whether we seek it out or seek to avoid it. I think the participants in this business know that better than most.

The strategic vision that sprung forth from the IADC leadership's consideration of the foregoing calls for IADC to take the lead in setting industry drilling standards, guidelines and recommended practices. In that regard, we must strive continually to stand as the expert in all things drilling-related.

In other words, we must be central to the business of the membership. We plan to put even more emphasis on service to the members. For example, IADC is expanding its service to the land-drilling industry from a half-time staff position to a full-time employee.

Further, we will enhance our work in information dissemination—in conferences, publishing, and other pursuits—while seeking avenues to serve the membership and promote our industry. In these efforts, IADC will work hard, as it always has, but also smarter. We will maximize our intellectual contribution, while minimizing our non-productive time by seeking out alliances. Our models here are the successful alliances between IADC and the Society of

Petroleum Engineers, through which we created and sponsor high-value conferences, and *Drilling Contractor* and *Oil & Gas Journal*, now in its 7th year.

An important ingredient in pursuing our strategic vision relates to the IADC staff organization. IADC has an excellent staff throughout the organization, as anyone who has interacted with them, whether through conferences, committee meetings, publication sales, chapters or membership, will readily attest.

Certain changes in the organization will streamline internal reporting and allow more synergies among previously separately reporting departments.

To stay ahead of the curve, we must think forward with the benefit of experience. Further details of IADC's strategic vision are discussed elsewhere in this issue.

Our strategy for the future will remain dynamic. What will not change, however, will be IADC's fundamental emphasis on member service. ■

From the President

e e cummings WOULD BE PROUD!

THE LATE, GREAT poet e e cummings must be beaming. The pioneer of lower-case proper nouns must surely smile to see that the rest of us have finally caught up with him! Nowadays, the lower-case "e" rules, ubiquitous and spanning the media and our conversation--e-commerce, e-business, e-trade, all aimed at conducting real business through the virtual world.

In this spirit: *i am proud to announce that in early march, iadc launched its own e-service.*

With the kick off of IADC's electronic commerce, your Association offers yet another convenience to our members. Now, electronic commerce is facilitating credit-card transactions for the real time purchase of IADC publications and conference registration.

The web, of course, is a community of its own. The dramatic evidence of this is that even though we've had few opportunities to publicize our e-commerce, the IADC website is enjoying a steady stream of orders.

In the future, look to IADC to continue its e-efforts to serve the drilling industry with electronic publishing and increasing dissemination of information through the web.

In the meantime, take advantage of our convenient electronic commerce system for conference registration and your publication needs. e-check it out! ■



Lee Hunt, President