

# New initiatives lay groundwork for IADC's future

**"DIVERSITY IS THE KEY** to IADC," said President **Dr Lee Hunt** in announcing the completion of a formal new strategic plan for the organization early this year.

From the largest multinational drilling firms to the smallest regional contractor, IADC members represent every type of oil and gas drilling contractor and every oil and gas region.

Associate members include large and small independent producers and major oil and gas companies. Manufacturers and providers of a broad range of support services also are active in IADC affairs.

It would seem that these diverse interests would be an obstacle to progress on regulatory, technical and business issues.

In fact, just the opposite is true. Instead of an obstacle, this diversity is a great resource. It provides a range of ideas for solving problems that could not come from a group with more limited experiences.

IADC has now represented the global oil and gas drilling industry for 60 years. By streamlining the vehicle for working with all members, this formal strategic plan allows the organization to continue its leadership in government and regulatory affairs, health/safety/environment issues, well control and training.

## STRATEGIC GOALS

In its 60 years of service to the international drilling industry, IADC has constantly adapted to market cycles and a changing business environment. The strategic vision now defines a plan to further enhance IADC's organizational efficiencies and improve member services.

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

IADC's Multinational Mission: Strategic Directions for Today and A Vision for Tomorrow lays a foundation that will help resolve the critical issues facing members and the industry.

In defining IADC's strategic vision, the

plan first reaffirms and updates the Association's three 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 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 regional market.

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**—Dr Lee Hunt**

As part of its strategy, IADC will expand its reach through conferences, publishing, information dissemination, and association management.

The Plan calls for expanding the IADC publications operation which now provides industry with forms, references, training materials, and other products. The communication power of the Internet will be used to distribute new electronic products and enhance the value of existing materials.

Here's how the strategic vision paper summarizes the plan's objectives:

"The goals are to improve efficiency and speed of communication; to reduce expense of information distribution; to improve members' access to IADC information."

This ambitious strategy requires leadership. To provide it, the new organization establishes four key departments under the direction and executive leadership of Dr Hunt:

• Government Affairs is headed by **Brian T Petty**, Senior Vice President-Government Affairs. Mr Petty will continue to provide staff leadership for IADC's successful multinational government-affairs efforts.

• Operations is directed by **Ken Fischer**, Vice President-Operations. Mr. Fischer is responsible for IADC's three operating divisions—Land, Offshore, and Drilling Services—and the standing committees for Health, Safety and Environment; Well Control; Training; Contracts; Drilling Technology and Maintenance;

• Member Services is the responsibility of **Mike Killalea**, Vice President-Member Services. This department's activities include membership recruitment, chapter liaison, conference development, and IADC Publications.

Mr Killalea also serves as Vice President, Editor and Publisher of IADC subsidiary Drilling Contractor Publications Inc, which publishes *Drilling Contractor*, "Drill Bits," and the *Annual IADC Membership Directory*.

• Administrative Services is headed by **Donna Carnahan**, Director-Finance and Administration. Ms Carnahan is responsible for managing the association's finances, maintaining the computer system and providing general office stewardship.

Building on 60 years of progress, this new organization will enhance communication between members and staff and better harmonize association activities.

## NEW LAND DIRECTOR

Land drilling contractors are to get more focus under the new strategic plan. Towards that end, IADC brought **Joe Hurt** on board earlier this year as Director-Land Operations. Mr Hurt has a strong background in land drilling operations and HSE.

He is responsible for the activities of the IADC Land Division, HSE Committee, including the IADC Accident Statistics Program, and the Drilling and Well Servicing Structures Task Force.

Before joining IADC from **Noble Drilling Services**, Mr Hurt was active in IADC affairs, including the Environmen-

tal Affairs, Accident Prevention, Human Resources, and Training Committees.

## **DRILLING SERVICES**

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The IADC Drilling Services Division, established last year, is aimed at increasing the participation of Associate and Producer members in the Association and enhancing their contributions to the industry.

The first committee in this new Division, the Underbalanced Operations Committee, has been active in developing documents and establishing operating and training guidelines for this important emerging technology.

Mission of the Committee is to "promote the safe and efficient execution of underbalanced operations worldwide," says Ken Fischer, Vice President-Operations.

The Committee's goal is to institutionalize underbalanced drilling guidelines and standards.

The IADC Underbalanced Drilling Conference held 28-29 Aug in Houston was the result of a major effort by this Committee.

Several Work Groups comprise the UBO Committee. The Drilling Report Group has developed a new tour report to include underbalanced drilling data; the Training Group is updating IADC's WellCAP program and reviewing available training schools in the US and Canada; and the Modeling Group is reviewing available underbalanced drilling models. The Drilling Fluids Group is examining issues related to air, foam and mud.

Particular emphasis now is on the work of the Standards and Nomenclature Group, which is charged with establishing a system to categorize drilling and completion processes and define key terms. It also will develop guidelines for best practices.

An outreach subcommittee has also been established by the UBO Committee to work with operators to improve communication and input.

IADC strategy calls for developing other groups within the Division to focus on other technologies and operations, including coiled tubing and deepwater drilling.

## **SAFETY SUCCESS**

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Nothing is more important for an organization like IADC and its members than to

champion the cause of safety. IADC members know, too, that success requires a long term commitment.

For the drilling industry, that commitment has paid off in an impressive record of improvement in safety.

Between 1995 and 1999, lost time accidents among reporting contractor members dropped 55% according to the IADC Accident Statistics Program.

In 1999 alone, the ASP stats reflect a 29% reduction in Lost Time Accidents compared with 1998 and a 64% drop in fatalities. Over a much longer period—1963 to first quarter 2000—the drilling industry's lost time accident frequency, including land and water worldwide, has improved 21-fold.

Details on 1999 data compiled by the IADC Accident Statistics Program are included in another article in this issue.

## **TRAINING IS FUNDAMENTAL**

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High quality training programs developed by IADC and representatives of member

companies are recognized throughout the world as powerful tools to improve safety and operating performance.

A total of 33 companies have now been accepted into IADC's WellCAP accreditation system for well control training schools. And 45 firms have qualified under the RIG PASS system for oilfield service contractor orientation programs.

During 1999, 8 new companies qualified for WellCAP accreditation and 15 for RIG PASS.

WellCAP emphasizes the knowledge and practical skills critical to well control. Individuals completing the program are registered in a database used by operators and contractors for verification.

The RIG PASS accreditation system identifies core elements of training programs for new rig employees and recognizes programs that include those elements. Completion confirms that the individual has met basic requirements defined by safety and training professional in the drilling industry. ■