



PROFESSIONAL PETROLEUM
DATA MANAGEMENT ASSOCIATION

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HOUSTON DATA MANAGEMENT SYMPOSIUM

DATA MANAGEMENT UNIVERSITY & TRADE SHOW

2014

*“MAKING TODAY’S
VISION TOMORROW’S
REALITY”*

24-26 MARCH, 2014

WESTIN MEMORIAL CITY

945 Gessner Road
Houston, TX 77024
United States



PPDMTM

PROFESSIONAL PETROLEUM
DATA MANAGEMENT ASSOCIATION

Conference Week Schedule of Events

MONDAY

- Monday, March 24**
9 :00 AM – 5 :30 PM
- **Data Management University & Field Trip**
Dogwood Room
- Monday, March 24**
12:00 PM – 4:00 PM
- **Trade Show Set-Up**
Wisteria Grand Foyer
- Monday, March 24**
7:00 PM – 11:00 PM
- **Registration, Top Golf & Welcome Reception**
Top Golf Houston

TUESDAY

- Tuesday, March 25**
8:00 AM – 8:30 AM
- **Registration & Breakfast**
Wisteria Foyer 3, 4
- Tuesday, March 25**
8:30 AM – 4:50 PM
- **Conference Sessions**
Wisteria Ballroom
- Tuesday, March 25**
5 :15 PM – 6 :00 PM
- **Cocktail Reception**
Wisteria Grand Foyer
- Tuesday, March 25**
6 :00 PM – 8 :00 PM
- **Gala Dinner**
Wisteria Ballroom

WEDNESDAY

- Wednesday, March 26**
8:00 AM – 8:30 AM
- **Registration & Breakfast**
Wisteria Foyer 3, 4
- Wednesday, March 26**
8:30 AM – 5:00 PM
- **Conference Sessions**
Wisteria Ballroom



PROFESSIONAL PETROLEUM DATA MANAGEMENT ASSOCIATION

DAY ONE – Tuesday, March 25th, 2014

8:00 – 8:30am REGISTRATION & BREAKFAST

8:30 – 8:45am **Welcome & Opening Remarks**
Trudy Curtis, PPDM Association

8:45 – 9:20am **Key Note Presentation: Busting the Unconventional Myth – Implications for Future E&P**
Murray Roth, Drilling Info

9:20 – 9:35am **Titanium Sponsor Spotlight – geoLOGIC systems**

9:35 – 10:05am MORNING BREAK

10:05 -10:35am **Data Management and the Data Analyst**
David Willis, Chesapeake Energy

10:35 – 11:05am **Collective Action for Professionalization**
Trudy Curtis, PPDM Association

11:05 – 11:35am **ECIM Update**
Reidar Kelvig, ECIM

11:35 – 12:05am **Data Integration Approach to O&G Legacy Systems with the PPDM Model**
Kyle Johnstone, Akili

12:05 – 1:05pm LUNCH BREAK

1:05 – 1:35pm **The GWPC's Risk Based Data Management System (RBDMS): Meeting the Needs of the Ever Changing Data Requirements of Industry and Regulatory Agencies**
Paul Jehn, GWPC

1:35 – 2:05pm **Well File Management: Using a Maturity Model to Increase Value**
Steven Nuernberg & Douglas Schultz, Noah Consulting

2:05 – 2:15pm **Gold Sponsor Spotlight – petroWEB**
2:15 – 2:45pm **A Formula For a Successful Data Governance Program**
Ken Dalton, Devon Energy

2:45 – 3:15pm Afternoon Break

3:15 – 3:45pm **Data – How to Get Business Executives to Understand It's a Very Important Asset**
Colin Frost, EnergyIQ Consulting

3:45 – 3:55pm **Gold Sponsor Spotlight – Halliburton/Landmark Software & Services**

3:55 – 4:25pm **A Complete Unit of Measure Implementation**
Harry Schultz, Oilware Inc.

4:25 – 4:55pm **Closing Remarks**
Trudy Curtis, PPDM Association

5:15 – 8:00 pm **Cocktail Social & Gala Dinner**



PROFESSIONAL PETROLEUM DATA MANAGEMENT ASSOCIATION

DAY TWO – Wednesday, March 26th, 2014

8:00 – 8:30am REGISTRATION & BREAKFAST

8:30 – 8:45am **Welcome & Opening Remarks**
Trudy Curtis, PPDM Association

8:45 – 9:45am Key Note Regulatory Panel

9:45 – 10:30am MORNING BREAK

10:30 -11:00am **Using the Business Associate Module**
Tim Downing, geoLOGIC systems

11:00 – 11:30am **Data Quality – A Corporate Lifestyle for Better Data Health**
Mary Yokubaitis & Amanda Smith, Halliburton/Landmark Services

11:30 – 11:40am **Gold Sponsor Spotlight - EnergyIQ**

11:40 – 12:40pm LUNCH

12:40 – 1:10pm **Information Architecture – Using Data Hubs for Integration and Acquisitions**
Steve Molsberry, Stonebridge

1:10 – 1:40pm **Update on the Creation of a Professional Society**
Rusty Foreman, BP (Committee Chair)

1:40 – 2:20pm **PPDM 20/20: Data Rules as the Foundation for Best Practices**
Madelyn Bell, DATA GAL LLC

2:20 – 2:50pm AFTERNOON BREAK

2:50 – 3:20pm **A,B, C s of Geosteering – Why and How of the Application, Pitfalls and Considerations**
Jim Stolle, TGS

3:20 – 3:50pm **Integrating PPDM**
Clay Hartter, Tibco

3:50 – 4:00pm **Gold Sponsor Spotlight - Tibco**

4:00 – 4:15pm **Standards Leadership Council Update**
Jerry Hubbard, Energistics

4:15 – 4:30pm **PUG Update**
Andrea LePard, PUG

4:30 – 5:00pm **Closing Remarks**
Trudy Curtis, PPDM Association



PPDM™

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