

## SPE Membership Increases Worldwide

SPE total professional and student membership reached a record 88,000 members worldwide in 2008, an 11% increase from 2007. The number of members under the age of 35 increased to 23% of total membership. SPE membership has grown 46% in the last 5 years.

In 2008, the number of professional members reached 66,000, a 9% increase from 2007's membership that totaled 60,600 members. SPE had 22,400 student members in 2008, a 20% increase from 2007's 18,700 members.

Membership increased in every region of the world last year. The greatest percentage growth occurred in the Africa region, up 23%, and the Middle East and Northern Asia Pacific regions, which includes China, both up 16%.

The number of young people entering the upstream industry continues to increase. In 2008, the number of SPE members under the age of 35 increased 30%. The average age of SPE members last year was 46, the same as in 2007.



**On 14 January, the SPE Wichita Petroleum Section celebrated its 60th anniversary. Pictured from left are: Keith Befort, Scholarship Chairperson; Jeremy Ensz, Chairperson; Ron Aberhalden, Legion of Honor inductee; Rich Pancake, Secretary/Treasurer; Jay Schweikert, Program Chairperson; and Mike Newton, Membership Chairperson.**

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## New Online Format for SPE's Peer-Reviewed Journals

A new online format for SPE's five peer-reviewed journals was launched with the first issues of 2009. Previously, unless people were subscribers and logged in, they could not access the online journals. Now, any website visitor can view the table of contents and abstracts of each paper, purchase any papers of interest, and see a list of the journal papers downloaded most often in the past 30 days. Subscribers have access to papers from 2005 to the present, a hyperlinked references file, articles that cite the paper, and any discussion and reply on papers.

Listed below are some of the new features available for individual journal papers.

- Author names are hyperlinked to conduct a search in OnePetro.org, so website users can easily see what else the person has written.
- Information is available on how many times a paper has been downloaded in the past 30 days and since SPE began tracking download information in May 2007.
- Discipline categories and author-supplied keywords are shown where available.

- A citation for the paper is provided.

- Tools are available to transfer information on a paper to one of the online reference tagging and sharing sites.

- Users can find similar papers in OnePetro.org.

The new format also allows SPE to begin publishing papers online before they appear in print. This allows authors to be published sooner, and interested readers to get quicker access to the latest peer-reviewed materials.

### GUEST EDITORIAL (Contd. from page 20)

**Finding, Training, and Retaining Workforce.** To cope, OFS companies are working on creative recruiting initiatives and professional-development programs. They are also tapping into large, new, global talent pools in the rapidly developing technology and manufacturing economies of Asia and Eastern Europe. Embracing and leveraging cultural diversity in recruiting and professional development will be increasingly important.

Developing local and regional talent is becoming an important strategy for risk management as well as for basic demand fulfillment. As the sector's workforce becomes more diverse, companies are recruiting and training

people at all levels to work in their home countries, and developing programs with many local universities to recruit and train local talent.

A new workforce will increase the need for professional development in the service industry and policies encouraging and rewarding greater mobility will be critical to meet the requirements of the industry in this area. Integrated providers have a tremendous advantage as they can more readily rotate employees through numerous diverse environments, role, and experiences. This can greatly accelerate professional development.

Today's OFS companies face a dynamic, growing marketplace requir-

ing a sophisticated, long-term approach to business strategy. This approach involves anticipating changes and responding with capabilities to better serve a global client base.

To compete effectively at the next level, these companies are offering new services bundles and integrated products. They are launching advanced technology programs and using intelligent automation to operate assets from remote locations. They are also developing and implementing new organizational capabilities and operating models to adapt to the evolving industry structure, and nurturing a diverse and talented workforce to handle the challenges of the future. **JPT**

### Q&A (Contd. from page 24)

**Attracting young people and other potential newcomers to the industry workforce remains an essential long-term objective, even if the financial downturn is delaying the "big crew change" somewhat. How is the downturn affecting hiring, and, as you look ahead, what are the key selling points for E&P sector that could keep it a good career choice?**

We have a problem in the industry. A number of people will be retiring in the coming 5 years. We did not recruit enough in the 90s. We were driven by cost cutting. We have launched some

large recruitment again during the last 4 or 5 years. The idea is to maintain that. We will not go through a hire-and-fire scenario at all. Most of all because it is a must; otherwise, we will have a real problem in 4 or 5 years. It takes quite a long time to train a young engineer in our business.

I think, by the way, that this crisis could help us. Recently, we had a forum in France to try to attract young professionals. The year before, we had a major job to convince a lot of them. All of these young engineers were going to financial institutions and banking. This year, there was a long queue in

front of our stand and nobody on the banking side. It is probably a good time to attract good talent. The image of the industry is maybe not so good, but it would be a mistake to stop recruiting. If we stop, we will once again lose credibility in attracting young talent. But in this financial crisis, it is a good time for a real industry like oil and gas to attract young talent because we offer them good jobs in companies that are able to invest.

**So real assets have a lot of attraction.** Real assets have a lot of attraction, even more today. **JPT**