



# Understanding the Canadian Society for Unconventional Resources



INFORMATION ABOUT CANADA'S  
EMERGING ENERGY RESOURCES

## Who is CSUR?

CSUR is a membership-based association, formed to support the responsible exploration and development of unconventional resources in Canada.

Since its inception in 2002, the Canadian Society for Unconventional Resources (CSUR) has had a significant impact on the evolution of the unconventional industry in Canada. With a strong focus on technology transfer between industry, government, stakeholders and First Nations, CSUR's major role is to provide this information to enable resource development in an environmentally, socially and economically sensitive manner.

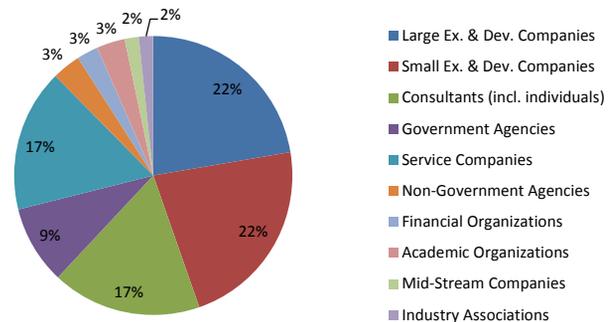
During the past decade, the Society has grown in terms of membership, influence, credibility and relevance.

CSUR representatives have been instrumental in educating the public and industry about unconventional resources. We will continue to work collaboratively with a wide cross-section of organizations to ensure the responsible and sustainable development of our unconventional resources.

Audiences served include:

- Members
- Stakeholders
- First Nations
- Industry/business
- General public
- Government
- Media

### CSUR's Member Categories



CSUR'S Staff includes the following positions:

- President
- Executive Vice President
- Sr. Communications Advisor
- Special Projects Manager
- Communications Specialist
- Executive Assistant
- Administrative Assistant

The CSUR Board of Directors includes:

- Senior management from large, mid-sized and junior E & P companies with extensive experience in unconventional resource development
- Representatives from service companies, midstream companies, reserve evaluation firms and energy investment firms
- This impressive group has a very comprehensive and broad based knowledge and is committed to responsible unconventional resource development

## History

The roots of CSUR can be traced back to 1992 and the creation of the “Canadian Coalbed Methane Forum”, a loose association of corporations and individuals interested in coalbed methane (CBM) resources in Canada. The forum was active for over 10 years and created an Annual Coalbed Methane Conference to use as a tool to collaborate with peers and to discuss needed technology and research to aid in the development of the resource. In the year 2001, as membership in the forum continued to grow and the oil and gas industry was achieving successful development of the Horseshoe Canyon CBM resource play, it became

apparent that the Forum needed to become a more formal entity in order to effectively provide more broad-based information sharing relating to resource potential and technology development.

In 2002, the Canadian Society for Unconventional Gas (CSUG-now CSUR) was formed as a recognized, formal non-profit society registered in the Province of Alberta. The Society was created to support the exploration and development of Canadian natural gas from unconventional sources including Natural Gas from Coal (NGC) or Coalbed Methane (CBM), Tight Gas, Natural Gas from Shale (Shale Gas), and Gas Hydrates.

In October of 2011, we changed our name to the Canadian Society for Unconventional Resources (CSUR) to better reflect the broadening mandate of the Society to include Tight Oil.



## Our Value Proposition

**TECHNOLOGY + COMMUNICATIONS + COLLABORATION = RESPONSIBLE UNCONVENTIONAL RESOURCE DEVELOPMENT**

Since our creation, the concept of providing value for and responsibility to our members has been an integral part of the Society's operations. CSUR has been able to grow as an industry association while at the same time providing exceptional return-on-investment to our membership through our:

- Publications, videos and other resource materials
- Technical events
- Role as an industry proponent, with governments and various stakeholder groups

We have worked very hard to become established as a "Go To" organization focussed on unconventional resources and we continue to look for ways to expand and provide additional benefits and value to our members.



## Vision

Become the leading technical voice for unconventional in Canada.

## Mission

To facilitate the factual and collaborative exchange of technical information relating to the exploration and development of Canada's unconventional hydrocarbon resources.

## Values

As part of our governance structure, the society has adopted a number of core values. These core values and behaviours will contribute to CSUR's success:

- **Be Responsible** – on behalf of our Society and members in their operations and the impacts that these operations have on all stakeholders.
- **Show Integrity** – in our duties and operations, displayed by espousing and applying best practices.
- **Be Collaborative** – with all stakeholders to ensure that impacts and priorities of all groups are understood and taken into consideration.
- **Be Inclusive** – in our outlook and the gathering of data and concerns that will impact the industry.

## Strategic Direction - Sustainable Expansion

We want to:

- From a **technical perspective**, drive towards and contribute to a more effective industry.
- From a **communications perspective**, improve global understanding of the technologies and practices of the industry.
- From an **advocacy perspective**, lead to better decisions across industry, government and community spectrums.



## Governance Structure

The Society is comprised of a volunteer working Board of Directors with support from a small staff. The Board is also supported by the work of sub-committees – Executive Board of Directors, Audit, Governance, and Nominations. As well, three major committees contribute regularly to CSUR's initiatives; these are made of up engaged volunteers – those committees are:



**Technical Committee** – The Technical Committee's purpose is to facilitate the transfer of technical knowledge concerning unconventional resources and, in doing so, contribute to fulfilling the mission of CSUR.

*Subcommittees:*

- Field Trip
- Resource Play Workshops
- Technical Conference
- Technical Luncheon





**Communications Committee** – The Communications Committee is responsible for helping identify and develop initiatives to promote and increase industry and public awareness, understanding and, where appropriate, acceptance of the unconventional hydrocarbon resource industry.

**Regulatory Committee** – The Regulatory Committee is focused on providing technical input to CSUR, relative to our relationships with provincial and regulatory agencies and Energy ministries across Canada. This Committee/activity fosters a transparent environment for unconventional resource exploration and development.



In addition, ad-hoc committees (Revenue Generation, Membership, etc.) are formed from time to time as needs arise. These ad hoc committees become active in response to specific situations arising in the world of unconventional resource development or within the Society.

## Membership

The production of natural gas and tight oil from unconventional sources is creating a new and exciting industry in Canada. As a CSUR member, you and your organization will participate in a dynamic organization dedicated to the sustained growth of the unconventional resource industry.

### All Welcome

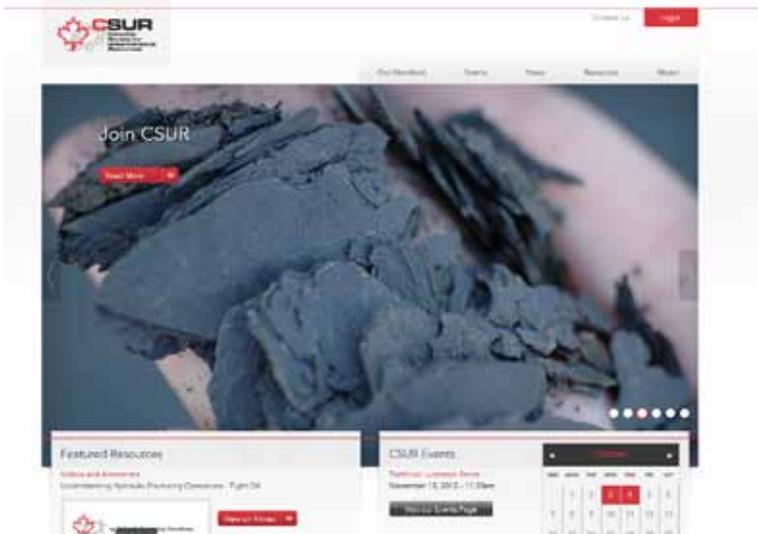
CSUR invites all those with an interest in Canadian unconventional resource development to join – this may include: companies in the producing and service sectors, all levels of government and other stakeholders.

### Benefits of Membership

- “Members Only” monthly technical luncheons on a variety of relevant topics, throughout the year
- Outstanding networking opportunities through the numerous CSUR events
- Discounted conference fees for attendance at CSUR technical events, including the Fall Conference
- Access to “Members Only” Annual Field Trip to a geologically significant location in Canada
- Daily media monitoring email summary of relevant news about industry developments

- Access to the “Members Only” (technical/event presentations, etc.) section of the CSUR website at [www.csur.com](http://www.csur.com)
- Discounted publication rates on hard copy orders for CSUR booklets and factsheets
- Opportunity for members to make a direct contribution to the development of the unconventional industry in Canada by volunteering for a committee or the Board of Directors.

For further information on how to join CSUR, please visit [www.csur.com](http://www.csur.com)



*Members Only Website & Media Monitoring*



*Annual Technical Conference*



*Charity Golf Tournament*



*Fall Field Trip*

## Highlights from 2012 - Achievements & Initiatives

Throughout 2012 CSUR continued to provide value to our Members, by enhancing understanding of unconventional resource development.

### Special Initiatives and Events

- 10th Anniversary - this milestone was recognized at the special AGM celebration in May, and also in the creation of a 10th Anniversary video, featuring many of CSUR's builders and supporters.
- CSUR's Bi-Weekly Newsletter, "Unconventional Update" began distribution in May and continues to be a popular communications tool for members and other individuals interested in the activities of the Society.
- A member survey conducted in June provided many useful insights and directives from our membership – these have been incorporated into the Society's strategic plans.
- In July, the very popular Asia Canada Unconventional Resources Forum brought together key government representatives from Canada and Asia to discuss unconventional resource development, production and transportation; as well as strategic opportunities between Canada and Asia.



- An August Lunch and Learn (subject was Hydraulic Fracturing) for media representatives was a great pilot for this proactive method of sharing information.
- September saw the launch of CSUR's new website – sporting a more modern look/feel, as well as more intuitive surfing options, it continues to be the flagship for communicating to all stakeholders.
- Also in September, CSUR's President since 2007, Mike Dawson, retired and handed the reins over to Kevin Heffernan. Kevin was promoted from the VP position, which was then filled (in October) by past Chairman of CSUR's Board, Dan Allan.
- In October, a new CSUR video titled "Understanding Hydraulic Fracturing Operations: Tight Oil" went live on YouTube and CSUR's website. The number of views and positive comments noted to date are encouraging relative to expansion of this video series in 2013.
- CSUR representatives, acting as proponents for the industry, were referenced and/or quoted by the media several times during 2012 – a broad range of print, radio and television media, addressing diverse topics spanning resources, technologies and public concerns were covered.

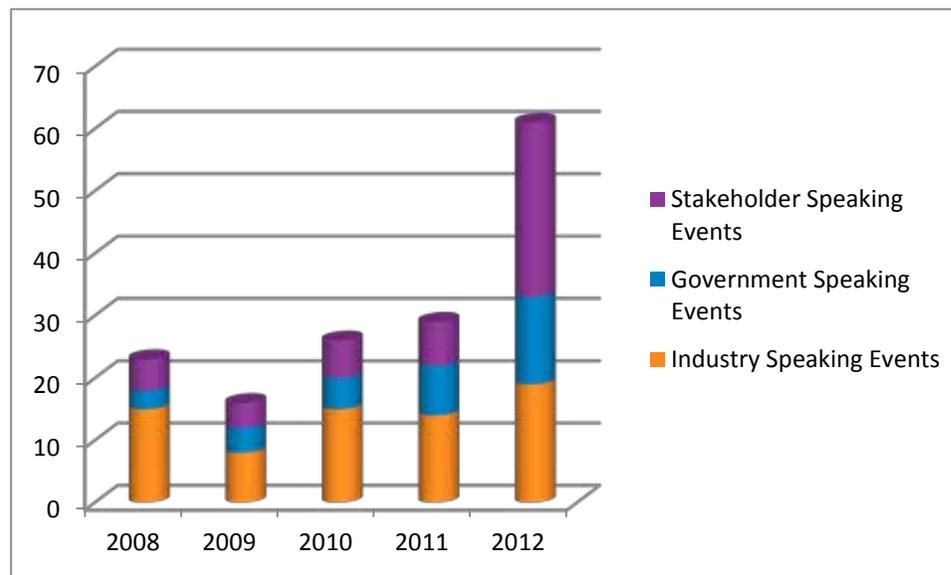
- CSUR’s Understanding Booklet and Fact Sheet collections were added to this year with these subjects/titles - Natural Gas from Coal, Water Disposal, Water Consumption and Well Construction. These booklets and fact sheets continue to receive positive feedback, both in electronic and hardcopy format.



Fact Sheets

### Presentations/Outreach

- Throughout the year, averaging one per week, CSUR has been engaged in providing information via technical presentations, given in person and shared on our website. Individual presentations varied, but the common theme still focused on Unconventional Resources: Opportunities and Challenges.
- We are connecting with governments.
- ***We are connecting with the communities where your company works!***



CSUR Presentations over the last five years.

## Highlights from 2012, continued

### Technical Events

- Technical Luncheon Series (sponsored by Calfrac, Canadian Discovery and Productivity Alberta). A total of 9 technical lunches were held throughout the year. Topics included:
  - The North Montney - A Era of Development
  - Benchmarking Resources Plays: Implications for Exploitation and Development
  - New Fracturing Technique in the Bakken/ Spearfish/Lower Amaranth/Torquay Formations Yields Significant Savings and Operational Efficiencies
  - Volumetric Sweep Model Simulation (VSM) of Tight Oil Reservoirs Optimizing Primary and Waterflood Reservoir Developments in the Viking, Cardium and the Bakken
  - The Science of Fracking - Society Issues and Perceptions
  - Well Production Performance Analysis for Unconventional Shale Gas Reservoirs; A Conventional Approach
  - Unconventional Resources Opportunities in Mexico - Opportunities and Challenges
  - A Stratigraphy-Based Integrative Approach to Shale Reservoir Quality and Distribution

These events are free of charge for member company. Luncheons are held in the Engineered Air Theatre in the Centre for the Performing Arts. For most of these technical luncheons, we have been filled to capacity. Clearly our members are seeing the value of these topical technical events.

- Duvernay Workshop in May – the first in our new Emerging Resource Play Technical Information Series. As has been experienced with some technical luncheons, demand was so high the workshop was held a second time and it too sold out.
- From June 19th – 20th, CSUR cohosted (with Hart Energy) the inaugural DUG Canada conference. Starting with keynote speaker The Honourable Alison Redford, the event was very well received.



*Honourable Alison Redford and CSUR President, Kevin Heffernan at DUG Canada*

- CSUR organized and hosted our annual field trip in September. The trip was titled "Tight Light Oil – Understanding the Plays" and explored with the emerging Nordegg, Cardium, Exshaw and Duvernay petroleum systems
- The Annual Fall Conference, held October 3rd and 4th, was billed as "Frac to the Future" - it was well attended and contained many timely speakers/topics.



### Advocacy

- CSUR continued its work with and support to the Canadian Natural Gas initiative, focused on broadening understanding of natural gas and the benefits of a healthy natural gas industry across the value chain and across the country. Canadian Natural Gas is comprised of CAPP, CGA, CEPA, as well as the Canadian Natural Gas Vehicle Alliance and CSUR.
- During 2012 CSUR participated in seminars and workshops held by other professional organizations including energy law, finance and leasing, and insurance to help them understand the technologies and processes of resource development.

### Government and Association Relations

- CSUR has been very involved in providing technical information to governments where emerging unconventional resource opportunities have been identified. Technical information and consultation was provided to provincial governments in Alberta, British Columbia, New Brunswick and to the federal government.
- As part of the Society's mandate to collaborate with other industry associations, CSUR has provided and/or share resources with other industry associations such as CAPP, PSAC, etc to minimize duplication and reduce costs.

## What's Planned for 2013?

### Special Initiatives & Events

- Technical Luncheon Series - We are pleased to have continuing sponsorship from Calfrac and Canadian Discovery for these monthly events for our members. Luncheons will be held throughout the year, excluding July, August and October (the month of the technical conference).
- Field Trip – CSUR will once again be hosting a member's only field trip.
- CSUR is proud to continue their partnership with Hart Energy to host the DUG Canada Conference, bringing the latest tight oil and gas insights to Calgary in February, 2013.
- CSUR's flagship event, the 15th annual Canadian Unconventional Resources Conference (CURC), will be held at the Telus Convention Centre in October 2013. This two day conference will again consist of concurrent technical sessions, keynote addresses and a technical exhibition.
- CSUR will continue to develop and update its Understanding booklet and fact sheet series, as well as the video collection.
- Following the overwhelming success of the Duvernay Workshop in 2012, a 2013 event, covering the various aspects of the Viking Formation unconventional oil play in Eastern Alberta, is in the works. This is the continuation of the Emerging Resource Play Workshop (ERP) series.

### Operations

- In addition to our Western Canadian base/member requirements, the Society will continue to provide services to member companies that are active in Eastern Canada. This way, we'll be better positioned to respond to stakeholder needs and issues that may arise in all emerging resource play regions.

### Presentations/Outreach

- In 2013, CSUR will continue to participate in speaking engagements for the purpose of raising the awareness and understanding of the technologies and processes of the unconventional resource industry in Canada, as well as highlighting emerging resource play opportunities.

### Advocacy/Regulatory Issues

- As the various regulatory agencies enhance and modify their provincial regulations, CSUR will continue to be engaged in dialogue with these agencies to ensure that issues identified by the industry are addressed. In emerging resource play jurisdictions CSUR will continue to play a role in consultation with the regulators.



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**Canadian Society for Unconventional Resources (CSUR)**  
Suite 420, 237 - 8th Avenue SE  
Calgary, AB T2G 5C3

Phone: 403-233-9298; Toll Free: 1-855-833-9298  
Email: [info@csur.com](mailto:info@csur.com); Web: [www.csur.com](http://www.csur.com)



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