

December 15, 2020

**Attention: CSUR Members**

**Re: 2021 Membership Renewal**

It is hard to know where to begin after everything we have gone through this year, both personally and professionally. First and foremost is our hope that you and your family are keeping healthy and safe. The events of this year are clearly creating undue stress, both personally and professionally. The dual impacts of COVID and the precipitous drop in the price of oil have impacted the energy sector in western Canada particularly hard. Prior to the pandemic our industry was already undergoing fundamental change as it adapted to more stringent environmental policies and the challenges of reduced liquidity in the sector.

The management and boards of our member companies have worked particularly hard to get out in front of this crisis with a special emphasis to stay current as events unfolded, both reviewing and updating risk mitigation strategies and crisis response plans. It was critical to maintain adequate communication with employees as well as investors. All companies were continually reviewing and assessing their financial resources and liquidity while finding creative ways to support their staff to maintain a healthy and productive work force.

As oil and equity markets began to stabilize in Q4, we saw a wave of consolidation within our energy sector. This is continuing as we speak. Companies are being driven to increase efficiencies. Many of our member companies were affected and the drive for fewer but larger companies shows no sign of diminishing. As this consolidation occurs staffs are being merged, and our industry's professionals will continue to be challenged to adapt to new responsibilities. In response to these changes, CSUR increased its events throughout the year and diversified their content. Fewer employees are often doing more challenging and diverse work, and they need more support.

**Our 2020 Program**

As mentioned, CSUR responded quickly to the challenges that this year brought. Like everyone else we moved towards "virtual" events. We had to replace our conferences, workshops, and seminars with on-line webinars. With this format we were able to hold twenty-five events this year, a record for the society. Our program offerings became more diverse, ranging from purely technical to also include financial, regulatory, environmental, government and even human resources subject matter-to reflect what we are seeing in the workplace. There is a strong need to be cognizant of new technologies and developments that can increase productivity, and we believe that our 2020 program addressed the challenges facing our membership. A complete list of our 2020 events can be found at: [CSUR Website](#). We encourage you to examine this year's accomplishments and to see first-hand the quality and depth of our 2020 program.

Of equal importance for 2020 is the work that CSUR accomplished with its "Energy Outreach" program. Outreach was initiated several years ago and due to its success continues to expand each year. Under the leadership of one of our directors, Dr. Brad Hayes, we held over twenty-four sessions with universities, government, stakeholder groups and member companies both across Canada and internationally. We believe that having open and objective dialogue with audiences across this country is essential for the success of our industry. There is a tremendous amount of misinformation prevalent in media today, so it is critical that we have this engagement.



The power to *Connect*. The power to *Convene*. The power to *Inform*.

## Our 2021 Plan

The Canadian Energy Industry is changing at a pace never seen before. Our energy professionals require current and comprehensive professional development. Our executive teams need to stay up to date on emerging “macro” trends that include “ESG” and environmental responsibility and sustainability. Both groups need to be aware of where the industry is heading and the government policies that often drive that change. Canadian companies need to differentiate themselves from other global energy companies in terms of “ESG” performance. We believe that this messaging is critical for our industry and will showcase Canada as a true global leader.

Another way Canada is leading the world is through Indigenous partnerships. Many energy projects are now done in partnership with our First Nations, including large LNG and major pipeline projects. We should be proud of this collaboration, and CSUR will build on it with increased Indigenous participation.

For next year we plan on hosting a minimum of two webinars a month while the pandemic persists, and on transitioning back to normal when permitted. Our primary focus will always be on technical issues facing our geoscience and engineering professionals. This is the core of CSUR. These events will, of course, focus on unconventional resource plays. But complementing these, we will address issues associated with our recently released “Strategy Evolution” document [HERE](#), including events with various governments (federal and provincial), as well as sessions exploring new and emerging technologies and energy sources. Lastly, we will focus on environmental and “ESG” issues and ways that our industry can be both cost competitive and yet meet some of the highest global standards. Those two issues must align for Canada to succeed.

I trust that we can count on your continued support for the upcoming year. I recognize that our industry is in a very cash constrained environment. But organizations such as CSUR simply cannot exist without the support of its members. We believe that together we make a difference to our industry and to how Canadians view our essential role in national prosperity.

On behalf of the staff and the board

Yours truly,

Dan Allan, P. Geol.  
President & CEO