

ISA—The Instrumentation, Systems,
and Automation Society



ISA Lafayette Section

Brazos Section Presentation

1/12/2006

ISA Lafayette Section

A Little History

- The Lafayette LA section of the ISA was originally chartered on October 9, 1981
- The Lafayette Section members in 1981 primarily came from the upstream oil industry
- The Section's early membership consisted of many instrumentation and controls professionals that have since become known worldwide as pioneers and subject matter experts in the application of technology to processes in the oil patch

ISA Lafayette Section

A Little History

- Then came \$10/bbl oil in 1986!!
- From 1986 to 1996 “Ten years of woe” in the oil patch with a few ups but mostly down
- The Section remained active from its founding in 1981 until going inactive during another brutal downturn in the oil industry in 1996 that ended with \$10/bbl oil in 1998

ISA Lafayette Section

The Challenge

- The challenge for our ISA members was to energize the local instrumentation and controls community that was demoralized by yet another downturn in the oil business
- We realized that to resurrect the Section it was necessary to find a common purpose and goal that all in the community could support and work to achieve



ISA Lafayette Section

The Rebirth of a Section

- This challenge led to the Section being re-activated in 2001
- A Mission Statement was drafted and approved by the membership of the Section
- The Mission Statement today defines and provides a common purpose and goal for the Section closely tied to the preservation of the upstream instrumentation and controls business in our community and preserving Lafayette's stature as the "Center of Excellence" in upstream offshore instrumentation and controls

ISA Lafayette Section

The ‘Secrets’ of our Success

- Provide a regular monthly meeting with a purpose of providing a Continuing Education Format forum
- Provide a regular monthly meeting with a purpose of providing a Networking opportunity for the members
- And mix in ample social events that are major league fun!!



ISA Lafayette Section

The ‘Secrets’ of our Success

- And do we have FUN!!!
- Social events include
 - Jam Session after EXPO (Mid March)
 - Installation of Officers and Fish Fry (Early June)
 - Annual Membership Drive and Shrimp Boil (Early September)
 - Christmas Season Social (Late November – early December)

As we say in Cajun land –”Lassiez Bon Tons Roule!!!!”



ISA Lafayette Section

The 'Secrets' of our Success

The Lafayette Section of ISA

Is Holding its Annual

Fish Fry and Installation of Officers

Thursday, June 9, 2005 – 6:00 p.m. to 9:00 p.m.

Acadian Village · Lafayette, Louisiana

Fried Fish Dinner “ Refreshments “ Live Jam Session

Door Prizes Including \$500.00 Cash Grand Prize

\$15.00 Per Person

For Tickets call:

Michael Johnson – (337) 593-8662

Ashton Chiasson – (337) 233-7380

Cal Eschete – (337) 984-8054

Great Fun!

Everyone Invited!



ISA Lafayette Section

The ‘Secrets’ of our Success

- We Communicate with our Membership!!
- We encourage the end-users to participate
- The People
- The People
- And The People

ISA Lafayette Section

Some of our Successes

- The Expo
 - 2002- Started as ½ day table top held at the Lafayette Hilton
 - Attended by ~250 w/~45 Exhibitors + Training - Keynote Speaker Pete Canty CEO Stone Energy
 - 2003- Held 2/3 day table top held at the Lafayette Hilton
 - Attended by ~350 w/~55 Exhibitors + Training - Keynote Speaker Tony Brown General Manager ChevronTexaco
 - 2004- Held 2/3 day Expo Event held at the Lafayette CajunDome Convention Center
 - Attended by ~850 w/~65 Exhibitors + Training - Keynote Speaker Bill Van Wie VP Gulf of Mexico Devon Energy
 - 2005- Held 1 day Expo Event held at the Lafayette CajunDome Convention Center
 - Attended by ~850 w/~95 Exhibitors + Training - Keynote Speaker Jon Unwin Shell's Maintenance & Integrity Manager for the Americas
 - 2006- Will Hold 2 day Expo Event held at the Lafayette CajunDome Convention Center 192 with 10x10 booths available



ISA Lafayette Section Mission Statement

- That Lafayette and Acadiana has the services and products providers of choice to the domestic and international upstream oil and gas market
- We will accomplish this by becoming the low-cost and best-quality high technology center for these services and products

ISA Lafayette Section

Mission Statement

Who will benefit by accomplishing the Mission Statements Objectives?

- The related product and services providers in the community
- The remaining Upstream Operators in the community



ISA Lafayette Section

Mission Statement

Why should we do this?

- We should not deny our **HERITAGE** - we **ARE** the upstream oil & gas business and the birth place of the offshore industry !
- We should play to our **STRENGTHS** - we **KNOW** this business



ISA Lafayette Section

Mission Statement

What can the ISA Section do?

- We should build on our networking opportunities offered by the Section Events and contacts in a spirit of cooperative competition
- We should provide pertinent training and informative material to our section members and their staff
- As individuals, we should seek out the necessary training, learning, and network contacts to become recognized as THE subject matter experts
- As a section, we should collectively work with community and state political and governmental figures to improve the business climate in Lafayette and Louisiana



ISA Lafayette Section Brazos Presentation

Lafayette Section President Keith Hymel

- Devon became an ISA member in 2002
- We signed up 4 members at that time
- We observed the regular meeting activity for the first year to determine the progression of the association
- The request was made to contribute ideas that would make the meeting better for all
- There was an average of 25-30 individuals attending at that time.
- Most of the previous meetings were discussions about vendor products.
- We saw a need for “end users” to present information concerning their current and future projects. At the time, only 2 end users were attending the meetings
- We also felt a need to discuss the role of the “MMS” in the acceptance of electronic control systems
- The “MMS” viewpoint is in direct alignment with the vendor’s need to plan future business strategy



ISA Lafayette Section Brazos Presentation

Lafayette Section President Keith Hymel

- The Devon members decided to present an ESS system that they were developing at the time at one of the monthly meetings
- Along with the HMI integrator, we managed to increase the attendance for that meeting to 70 + individuals
- We then had the “MMS” scheduled to speak and the attendance for that meeting was also around 70+.
- It was at this time that we refocused the section on the business that was the core business for their sales, and that was the upstream oil field
- As an end user, we also discussed issues that we faced in our daily operations and asked the vendors to focus on these needs with their internal Research & Development divisions to try to meet those needs, ie; gas lift operations
- After a few months we really got the group thinking and participation greatly improved



ISA Lafayette Section Brazos Presentation

Lafayette Section President Keith Hymel

- We also moved the Lafayette Section Expo to the Cajun Dome in 2004
- This new venue gave a new look and feel to the section
- We must continue to be flexible as a section and change with the industry
- We are dedicated to having end users hold office positions to further demonstrate their dedication to the section's success



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- Comments?
- Suggestions?