



# SPWP News



This month's meeting will be held September 13th, 2018 at the Norris Conference Center, beginning at 7:30 a.m.

Please respond to the PunchBowl Invite letting us know if you will be joining us or not. Regrets and RSVPs should be sent to Kadie Rose via email or the PunchBowl Invite. If you do not RSVP, we may not have the space to accommodate you. If you RSVP yes and do not attend, you will be charged the cost of the breakfast.

Reservations can be made by credit card (MasterCard, Visa or American Express) at the breakfast meeting or via PayPal on our Web site:

[www.spwp.org](http://www.spwp.org).

Please remember to turn cell phones off or to silent during meetings.



## PRESIDENT'S NOTE

Hello Ladies,

Can you believe it's September? Seems like I was just making New Year's resolutions and working with the board to plan out an exciting year for SPWP members. We had high hopes for the organization, despite the downturn in our industry leading to a decrease in membership. Going into the last half of the year, we are seeing positive indicators – both with the price of oil stabilizing at a better rate (\$70+ per barrel) and SPWP gaining new members.

SPWP board elections will be coming up at our November member-only breakfast. SPWP has two board positions that are open and we are in need of a couple ladies to step up. The 1st Vice President is responsible for putting our monthly newsletter together. This is really a fun undertaking (it really is, I did it for two years)! Member-at-large is the other board position that will be open. This role sends out the monthly breakfast meeting invite and coordinates headcount with the venue. Please consider running for one of these board positions. It is a fantastic opportunity for you to have your voice heard and help continue to make SPWP a valuable resource. I'm happy to answer any questions you may have. And a huge thank you to those ladies that are interested in running!!

SPWP is a Supporting Sponsor of The Houston Energy Breakfast that will be held on September 21st at Norris Conference Center. Be sure to use code "SPWP" for a \$20 discount on the entry fee when registering.

Our next outing is pretty cool. It is the Eaton Experience Center on Friday, September 14th, for members only. They have mock rooms such as a refinery, control room, offshore rig, land-based drilling, motor room, and more. Be sure to RSVP with Kayla Honza for the event. Space is limited.

Remember to "Like" and "Share" us on Facebook at Society of Professional Women in Petroleum, Houston.

Sincerely,  
Sylvia Garcia

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# AUGUST MINUTES

President Sylvia Garcia called the meeting to order at 7:37 am on August 9th, 2018 at the Norris Conference Centre. Sylvia welcomed all SPWP members, AADE members, and guests, and then introduced the 2018 board members. Secretary Gina McGinn was absent.

Sylvia requested a motion to approve the July 2018 minutes as written in the newsletter. Reneé Brown approved, and Kimberly Gonzales seconded. No one opposed, so the minutes were approved as written.

By-Laws Committee Co- Chairwoman, Jerri Babin, presented the proposal to change the By-Laws membership requirements from “New members must attend 3 meetings in a 4-month period. Rotational positions must attend 3 meetings in a 6-month period” to “New members must attend 2 meetings in a 4-month period. Rotational positions must attend 2 meetings in a 6-month period”. Ballots were distributed at check-in to complete before the end of the meeting.

2nd Vice President, Reneé Brown, introduced the guest speaker, Massiel Rangel with Baker Hughes a GE Company. Massiel presented on Real-Time Geomechanics: Rock, Engineering and People in a Dynamic Way.

Rusty Ritz, 2nd Vice President of AADE, announced all upcoming AADE events.

2nd Vice President, Reneé Brown, then provided an update on the SPWP Golf Tournament.

Member at Large, Kadie Rose, announced the Featured Member of the Month as Lauren Jijina and the Volunteer of the Month as Erin Stroud for her efforts in stepping in for Sylvia Garcia to lead the July breakfast meeting.

Sylvia introduced Suzanne Short as a new member and wished members Reneé Brown and Kim Gonzales happy birthday.

Jerri Babin presented the results of the by-law vote. The proposal to change SPWP’s by-laws to the requirement that new members attend 2 meetings in a 4-month period and rotational members attend 2 meetings within a 6-month period was approved unanimously.

Sylvia then opened the floor to guest introductions and announcements. Sherry Adams suggested all present introduce themselves, including SPWP members, AADE members, and guests.

Sylvia reminded everyone that our next breakfast meeting is September 13th and to Like and Share us on Facebook (Society of Professional Women in Petroleum, Houston).

The meeting was adjourned at 8:22 am.

Respectfully submitted,

Kayla Honza



**September 19     Mary Petricko**

# SEPTEMBER FEATURED MEMBER

## Suzanne Short

1. **How did you get started in the Oil & Gas Industry?** I was encouraged to pursue a career in petroleum engineering by my father. He was an electrical engineer in the refining and manufacturing industry. I worked 10 years in the energy industry in several locations in the US. I have recently made the transition to become a Financial Advisor with Edward Jones in Cypress, TX. I am enjoying helping individual investors reach their financial goals.
2. **Area of Specialty (i.e. Sales, Engineering, Accounting, etc.)?** As a petroleum engineer, I specialized in production operations. I was responsible for repairing artificial lift, reservoir stimulation, and rig workovers. At Edward Jones, I help serious long-term investors while placing an emphasis on quality and diversification.
3. **When people come to you for help, what do they usually want help with?** People often ask me about career progression and transitions. Regardless of the industry, it is important for women to support each other by sharing their experiences.
4. **Most influential person in your career and why?** I was fortunate to have an excellent mentor early in my engineering career. He sets a great example of tenacity and technical expertise. He has supported me in all my pursuits and we stay in touch frequently.
5. **Best career advice you've received?** "Grow a thick skin". This has helped me while in the oilfield and recently while working with financial advising clients. You will interact with a wide range of people and resilience is critical to success.
6. **Were you born in Houston? If not, what brought you here?** I was born in Whittier, California because my family is originally from Orange County. When I was one year old, my parents moved us to Houston for a career opportunity. They have stayed near Cypress ever since and have been very happy with that decision.
7. **Favorite place in the world?** I love an active adventure like dogsledding or backpacking!
8. **Favorite book or movie?** My favorite books are mostly non-fiction. I love to read biographies and books about historical events. An excellent choice is "Lindbergh" by A. Scott Berg. It describes the first transatlantic flight and extraordinary life of Charles Lindbergh.
9. **What hobby would you get into if time and money weren't an issue?** My biggest hobbies are big-game hunting and adventure travel to remote places. I try to do as much as possible, but I have so many dream trips that I could never run out!
10. **How did you become involved with SPWP?** I was invited to a meeting by a friend in the oil industry and have really grown to love the members of SPWP. It provides an environment to practice professional skills while learning about new topics.



# SPWP ANNOUNCEMENTS

## GOLF COMMITTEE UPDATES

We are still searching for players, sponsors, and prize/monetary donations for our golf tournament. Please reach out to your work contacts, family, and friends! We would also like to ask all SPWP members to please bring a donation for our golf tournament's Booze Box (beer, wine, liquor, glasses, flasks, mixers, etc.) to our next breakfast meeting.

## SAVE THE DATE! UPCOMING SPWP EVENTS

September 14, 2018	Eaton Experience
October 25, 2018	Bingo in the Heights
November 12, 2018	Golf Tournament

## OHH 13th ANNUAL GOLF TOURNAMENT

Oilfield Helping Hands will hold their 13th Annual Houston Golf Tournament on September 21st at BlackHorse Golf Club. A Poker Tournament will also be held for non-golfers. For more information or to register, please visit <http://www.oilfieldhelpinghands.org/events/13th-annual-oilfield-helping-hands-golf-tournament>.

## AADE SPORTING CLAYS TOURNAMENT

AADE is hosting a Sporting Clays Tournament on Friday, October 5th, to be held at the Westside Sporting Grounds. To register or sponsor, please visit <http://greenarrow.123signup9.com/click.php/e18571/h957457/s6d037d1060>.

## OHH FALL CLASSIC SPORTING CLAY SHOOT

Oilfield Helping Hands will hold their Fall Classic Sporting Clay Shoot on October 21st at the Westside Sporting Grounds. Please visit <http://www.oilfieldhelpinghands.org/events/houston-fall-sporting-clay-shoot> for more details or to register.

## HOUSTON ENERGY BREAKFAST

The 2018 Houston Energy Breakfast will be held on Friday, September 21st at Norris Conference Center. The event will feature a panel of four experts. Please visit <http://app.greenrope.com/events/houstonenergybreakfast2018> to register. Use promo code "SPWP" to receive a \$20 discount.

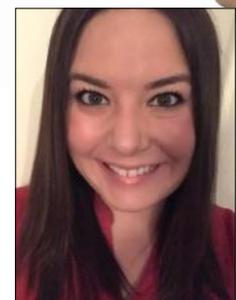


**Name:** Suzette Olivan  
**Title:** Human Resources Manager  
**Company:** NEORig  
**Sponsored By:** Gina McGinn  
**Committee Interests:** Golf, Scholarship, Casino

Welcome Aboard!  
*New Members*



**Name:** Samantha Kirton  
**Title:** Human Resources Generalist  
**Company:** DistributionNOW  
**Sponsored By:** Kim Gonzales  
**Committee Interests:** Scholarship



# SPWP SCOOP

So what is going on with you?



Erin Stroud and her husband traveled to Banff, Canada over the weekend of August 18th for her brother's wedding. It was a wonderful long-weekend filled with family and beautiful scenery!



Suzanne Short graduated from Texas Tech University Rawls College of Business on August 11th, 2018 with a Master of Business Administration. It is a two year program that requires spending the first week of each semester on campus in Lubbock, TX. Suzanne previously graduated from Texas Tech in 2006 with a Bachelor of Petroleum Engineering. Congratulations, Suzanne!



SPWP's own Katherine Culbert has been named a finalist for a Pink Petro GRIT Award. Winners will be announced on October 3rd. Best of luck, Katherine!

SPWP members Sylvia Garcia and Lellany Conaway, along with three other ladies, treated the Bluebonnet Youth Ranch kiddos to a day at the movies and a pizza party before they headed back to school. So much fun!



# SCHOLARSHIP UPDATE

## An update from one of our 2017 Scholarship Recipients...

*Dear SPWP Members,*

*I am a sophomore Nutrition major at The University of Texas at Austin. My first year of college was fantastic. Initially, I feared that the transition from a suburban town to a huge urban university would be difficult, but I have grown to love UT and its bustling roads, confusing bus routes, and bewilderingly large campus.*

*I thrived academically, making a 4.0 both semesters. As a member of the Polymathic Scholars Honors Program, which requires science students to conduct multidisciplinary research and take honors course work, I completed multiple research projects for an extremely challenging honors orientation course. My humanities project, which explored the duality present in societal perceptions of female sexuality, won the University Information Literacy Award. I never imagined that I would get to work in a real scientific laboratory so early, but as a student in the Freshman Research Initiative, I have been conducting research on aptamer selection and application. Aptamers are oligonucleotides (small pieces of genetic material) that can be used as novel therapeutics, diagnostics, and molecular sensors. Last year was full of new academic challenges, but I actually enjoyed how rigorous my classes were and I feel like I have learned so much.*

*I have especially enjoyed my extracurricular activities. I joined the Black Health Professions Organization and the Black Honors Students Association, for which I am currently serving as the Community Engagement Chair. I was chosen to be a School of Human Ecology Ambassador, which means I will get to mentor new students. I have channeled my passion for medicine into my volunteer roles. At the Heart to Heart Hospice, I am a companion and aid to patients with terminal illnesses. At C. D. Doyle Clinic, I work with other students to provide basic care to underserved communities. Being a member of the Health Careers Mentorship Program is the activity I am most excited for this semester, because I will be shadowing physicians at medical facilities all over downtown Austin.*

*I have just moved into an apartment off campus. I was anxious about living off campus for the first time, but having my own room and bathroom has been heaven! After finishing my first year of college, I kind of feel like I can face anything (even organic chemistry)! I would like to thank all of the members of SPWP for supporting my education. Your help has allowed me to focus on being the best student I can be without worrying about my finances. I will continue to work hard so that I may be truly worthy of your generosity!*

*- Jenifer Ogu*



## SPWP HISTORY TIDBIT

In 1985, SPWP awarded three scholarships: one for \$1,000 and two for \$500 each. In that same year, SPWP decided to find a way to obtain more funds in order to be able to award more scholarships, and thus, the very first fundraiser (a crawfish boil) was born.

# CAREER CORNER

## The Ultimate Guide to Writing an Amazing Email

It may be time to rethink your approach to email in order to ensure you are optimizing the impact of your message: “In today’s fast-paced work environment, it can be easy to type up a quick email and not think twice before clicking send so that you can get on to your next task. However, sending emails that are well-written, thoroughly thought-out, and free from spelling/grammar errors is essential for not only preserving your personal brand, but also for ensuring that the recipient focuses on the content of the message, and not the way it is or is not written,” says Lisa Philyaw, Analytics Coordinator at consulting firm, FMG Leading. Below are some tips.

### **PART I: DO**

#### **Do: Use a Clear Subject Line**

If you just go with the first subject line that you think of, your email is much more likely to be missed or deleted. Common errors include subjects such as “Important Document”, which resembles spam and “Meeting Next Month?”, which is too vague. In contrast, the following subject line clearly communicates to the recipient what you need and by when: “Feedback on Report Needed by Tomorrow”. If your email is urgent, that should be added to the subject line. The more specific the subject is to the content of the email, the more likely the person is to open the email with a clear understanding of what is expected.

#### **Do: Start with a Greeting**

A simple “Hello” can make a world of difference regarding how your email comes across to the recipient. Without a greeting, you fail to establish a personal connection and could come across as cold or demanding.

#### **Do: Be Mindful of Who You Send to**

With inboxes so overfilled, be careful not to loop people into conversations that they don’t need to be in. In particular, “avoid Using ‘Reply-to-All’ unless everyone really does need to know,” says business etiquette expert Sharon Schweitzer. Caution is also recommended when using “cc” and “bcc”. Sometimes people are so proud of their work that they copy a dozen recipients, which can be interpreted as bragging or a cry for attention. Ethical questions arise when it comes to the use of “bcc”. Says Schweitzer, “If you need to share an email with someone else, courtesy requires you to seek permission of the original recipient first. When you send your own message secretly to another, it is far safer to paste your message into another ‘FYI’ email, rather than add a person as a ‘bcc.’”

#### **Do: Establish a Personal Connection**

People are inundated with emails all day, every day, which forces them to prioritize those that are read and the amount of time actually spent reading them. Because of this shrinking amount of attention, it is necessary to differentiate yourself by understanding your target and emphasizing a commonality you share. Once that commonality, such as a shared alma mater, networking event, or personal hobby, is identified, it should be placed at the beginning of your message. This creates a humanistic touchpoint rather than a sales pitch as a first impression.

#### **Do: Use a Strong Call-to-Action**

As the email sender, your job is to make your message as clear as possible so that recipients don’t have to spend precious time picking it apart to figure out the next steps. When assigning tasks or deadlines in your email, underline, bold, use bullet points, or find another way to draw attention to your requests so that they are not missed. If you have multiple requests, number them so that your recipient can number their responses.

#### **Do: Keep it Short and Sweet**

A 2005 study found that readers spent an average of 15-20 seconds on each email they opened. It is therefore important to get right to the point. Your email should contain as few words as possible while still addressing everything it needs to. Novel-length messages filled with flowery language can be intimidating to your recipient and could be ignored or misinterpreted.

#### **Do: Double Check Your Attachments**

There’s nothing worse than having to send a follow-up email after realizing that you forgot to include your attachment. Once or twice is understandable, but repeated mistakes will make you look careless. It is therefore important that when sending out documents, always check that the referenced document is attached! However, it is best to refrain from mentioning the attachment until the end of your email, as the moment the attachment is referred to it is likely the remainder of the message will not be read. “The reader will most likely immediately open, download, print, forward, and give their entire attention to the attachment, completely forgetting that there was anything in the email beyond that,” says Barbara Farfan of Anyhows.com. Say everything you want to say first, and then at the end, reference the document(s) you’ve attached.

#### **Do: Respond Respectfully**

We’ve all experienced the frustration of someone who doesn’t respond to an email that you really need them to, so don’t put any of your colleagues

*(Continued from Previous Page)*

in the same situation. To avoid being perceived as rude it is common courtesy to reply within 24 hours. Says Schweitzer, "If you've unintentionally kept someone waiting longer than 24 hours or extenuating circumstances arose, politely explain the situation and express your apologies". Even if someone turns down your initial request you should still acknowledge that you received their email and appreciate them taking the time to read yours. By doing this, you can turn the rejection into an opportunity to build a relationship instead of burning a bridge.

## **PART II: DON'T**

### **Don't: Use a Template**

When you need to send a large volume of emails, it can be tempting to leverage canned responses but be warned: "Most people recognize templates in an instant," says email evangelist Gisela Hausmann. "Tailoring a template suggests that the sender doesn't care enough about the matter to articulate their own thoughts". Although not the most convenient, original copy is best in order to ensure a positive reaction to your message.

### **Don't: Use Wishy-Washy Language**

If you have an opinion don't be afraid to say it. People often qualify their opinions and recommendations with phrases that downplay their expertise. "Avoid the phrases, 'I would say' and 'I possibly think' — and variations of those. They come across like you're not sure what you're writing, which makes me wonder why you bothered in the first place," says Rikki Ayers, copywriter and content Marketer at Be Rad Media. "Take some time to think through your response before whipping out an email. Often you can remove those extra phrases".

### **Don't: Rush Your Emails**

Although it can be tempting to fire off lightning-fast responses to emails, these messages could be sending a message that you are unprofessional and disorganized. It is important to always proofread your emails for spelling and grammatical errors and to ensure the context is clear.

### **Don't: Get Carried Away with Caps, Punctuation, or Emoticons**

WOULD YOU WANT TO OPEN AN EMAIL THAT LOOKS LIKE THIS?!!! Not likely. Extend the Golden Rule to email etiquette, and send messages to others that you would want to receive – in other words, no screaming. Also, save the smiley faces that appear far too often in professional emails for your friends.

### **Don't: Use an Unprofessional Email Address**

If you're asking someone to spend time reading your email, it is essential that you present yourself in a professional way. That means no email addresses from your high school days such as "Beyonce1fan@yahoo.com".

### **Don't: Misspell**

With technology like spell check, autocorrect, and Grammarly, you have no excuse to send emails with mistakes. To avoid offending your recipient, it is important to double check for misspelled names. An easy way to avoid misspelling names is to copy the recipient's name from the "To" line and paste it" into the body of your message.

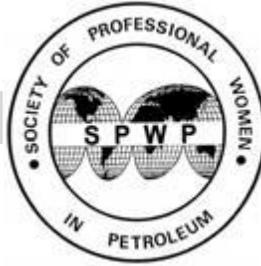
### **Don't: Overuse the First Person**

Although it may seem innocent, overusing the first person can be a big turn-off for email recipients. "There is no faster way to say, 'This email is about me and what I want', than overusing the words 'I,' 'my,' and 'me.' I call such emails me-mails," Hausmann says. To fix this, rephrase your message by turning the 'I's into 'you's.

## **IN SUMMARY:**

You now have no excuse to keep sending out mediocre, hastily-written emails. Go forth and impress your colleagues with your impeccable communication skills!

*This information has been adapted from an article by Emily Moore, which can be found at <https://www.glassdoor.com/blog/ultimate-guide-amazing-emails/>*



The **Society of Professional Women in Petroleum** was formed in early 1981 to support professional career women in the Petroleum Industry, through networking, education, and the distribution of technology and information. SPWP is incorporated as a non-profit organization.

All aspects of drilling and production operations are covered through topical monthly breakfast meetings and industry speakers, and we constantly seek to further expand the knowledge of our members. We also feature professional development speakers and hold roundtable discussions on a rotating basis.

SPWP's membership consists of women who have active careers in the Oil & Gas Industry in fields including Engineering, Geology, Sales, Research, Finance, Law, Quality Assurance, Purchasing, Advertising, and Marketing.

SPWP is dedicated to furthering the careers of women in the Oil & Gas Industry and as part of our mission, we have a merit-based scholarship program that provides financial assistance to female Houston-area high school seniors entering a Texas college. Our annual fundraisers on behalf of this program are made possible through the tremendous support of companies within the industry, as well as through the tireless dedication of our members.

### **Mission Statement**

*Supporting career women in the petroleum industry through technology and information.*



**September Breakfast Meeting 09/13**

**October Breakfast Meeting 10/11**

## BOARD OF DIRECTORS

### President

Sylvia Garcia  
Oilfield Production Consultants (OPC)  
832.851.6935  
[sylvia.garcia@opc-usa.com](mailto:sylvia.garcia@opc-usa.com)

### First Vice President

Erin Stroud  
DistributionNOW  
713.254.8752  
[erin.borstmayer@gmail.com](mailto:erin.borstmayer@gmail.com)

### Second Vice President

Reneé Brown  
Batt Cables  
281.682.1522  
[Renee.brown@battcables.us](mailto:Renee.brown@battcables.us)

### Treasurer

Mary Petricko  
National Oilwell Varco  
832.596.4198  
[finance@spwp.org](mailto:finance@spwp.org)

### Secretary

Gina McGinn  
Nabors  
281.734.5930  
[Gina.Mcginn@nabors.com](mailto:Gina.Mcginn@nabors.com)

### Member at Large

Kadie Rose  
National Oilwell Varco  
281.684.4817  
[Kadie.Rose@nov.com](mailto:Kadie.Rose@nov.com)

### Social and Development Director

Kayla Honza  
National Oilwell Varco  
832.953.8899  
[Kayla.Honza@nov.com](mailto:Kayla.Honza@nov.com)

## COMMITTEES & CHAIRS

### Scholarship Committee

Co-Chair – Lauren Jijina [Lauren.Jijina@gmail.com](mailto:Lauren.Jijina@gmail.com)  
Co-Chair – Kara Ellis [karawebbellis@gmail.com](mailto:karawebbellis@gmail.com)

### Golf Committee

Co-Chair – Reneé Brown [Renee.brown@battcables.us](mailto:Renee.brown@battcables.us)  
Co-Chair – Sherry Adams [sadams@wabtec.com](mailto:sadams@wabtec.com)

### By-Laws Committee

Chair – Lauren Brooks [Lauren.Brooks@nov.com](mailto:Lauren.Brooks@nov.com)  
Co-Chair – Jerri Babin [Jerri.Babin@nov.com](mailto:Jerri.Babin@nov.com)

**Please forward newsletter updates,  
comments, or questions to Erin Stroud at  
[erin.borstmayer@gmail.com](mailto:erin.borstmayer@gmail.com)**