



## Synergy Connector June 2019

### A message from Executive Director, Rick Anderson

*At last, a new edition of the Connector! We've been very busy in our role as the new management team for Synergy Alberta and it's definitely time to re-Connect (pun fully intended) with the newsletter. A lot has been happening with Synergy Alberta and here are some highlights that we'd like to share with you.*

*Enjoy the Connector, have a great summer and we look forward to seeing you at the conference in November.*

*Rick*

### Annual Conference

The annual conferences continue to be a success. Topics and themes adjust with the changing environment but the tradition of sharing information and strengthening relationships continues. The 2019 conference will be held November 4<sup>th</sup> & 5<sup>th</sup> at the Pomeroy Inn in Olds and we will be taking a look at oil and gas in Alberta in 2019 – the challenges and opportunities, and the value of synergies and collaboration as we seek sustainable ways for 'Powering Our Future'. We look forward to seeing both familiar and new faces this year so mark the date and make sure you have your hotel room reserved.



### Synergy Events

#### **SPOG Neighbours Day:**

August 9th, 8:00am-4:30pm, Sundre Arena

#### **Synergy Alberta Conference "Powering Our Future":**

November 4th and 5th at the Pomeroy Inn, Olds Alberta

### Website Renewal

Over the coming year we will be revamping the Synergy Alberta website. We will be reformatting the site, and integrating it with some social media aspects, incorporating feedback from the group survey, as well as what we've heard in our discussions with group members and other stakeholder organizations. Basic website technologies and capabilities have made huge shifts over the past few years, so we are looking forward to a fresh new look and feel for the site.



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### Supporting Synergy

Industry activity levels differ significantly in different parts of the province and this has created a variety of challenges and opportunities for many of our members and stakeholders. Some areas are seeing rapid growth, some are dealing with new technologies being implemented, while others are experiencing an extreme decline in local activity. As a result, we have seen some groups become less active in their communities while others grow. Synergy Alberta has assisted in the formation of two new groups in 2018 /2019, the Fox Creek Synergy Partnership in the northwestern part of the province, and in the central region the Central Alberta Synergy group. Both groups have been very dynamic and are continuing to evolve and grow.

### Synergy Successes

Something we hear about regularly is the importance of sharing the successes that groups and stakeholders have achieved in their various regions and endeavours. A project is in the planning stages to document these success stories so that they may be shared not only within our own circle, but also with others that haven't yet had the opportunity to experience the benefits of having a synergy group in their area. If you have a story to share, send it our way!

### Member Group Survey

Given the ongoing shifts in economic, social and technological circumstances we've been seeing in our province, we felt it was important that we check in with our membership and revisit the needs, challenges and opportunities that they are experiencing in today's environment. A member group survey was conducted in early 2019 and the information gathered from the survey and from our many informal conversations will help inform our focus and activities going forward.

### Strategic Plan

Working with the Board of Directors (pictured below with Management Team), a new three-year strategic plan has been developed and implemented. This, and other initiatives, are designed with an eye toward better equipping Synergy Alberta in its provincial role of promoting synergy principles, supporting member groups and other stakeholders, and will position the organization for greater effectiveness over the coming years. Given the extent of national and global impactors on our province, the need to support and promote synergy remains an important part of the resource development equation.





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### Filling a Gap with Central Alberta Synergy

With the development of multi-well pad-sites and water transportation and storage infrastructure occurring in the Lacombe County area, local residents were coming to their County officials for information. At the suggestion from some of their peers that they consider forming a synergy group, County officials contacted Synergy Alberta to learn more about synergy groups and to explore the potential for supporting one in their area.

After learning more about what synergy groups can do and how they can enhance communication, understanding and relationships within communities, the decision was made to work together to support the development of a group.

Looking to fill a “gap area” between existing groups, the geographic area of focus was clarified and Synergy Alberta arranged to bring together a number of active companies, neighbouring municipalities and the regulator to confirm activity levels and to hear about the synergy group process. Following that initial meeting, other local stakeholders were invited to join in the developmental process.

The group (initially referred as Lacombe County Area Synergy) had their first organizational meeting in the fall of 2018 and they have met regularly since, either at the Bentley Hall or the Lacombe County office. In the spring of 2019 they officially called themselves the Central Alberta Synergy group to better reflect the regional scope of the group’s participants.

The general purpose of the group is to provide opportunities for industry, regulatory and community stakeholders to learn, share information and seek

collaborative approaches to local challenges and opportunities in the Central Alberta area. They are focusing on local activities, trends, challenges and opportunities with an eye toward promoting responsible development practices and building positive relationships.

Each month, the group has attracted representatives from several oil and gas companies and service companies operating in the local area, several local utility companies, Lacombe County, Red Deer County, Ponoka County, the City of Red Deer, the Town of Bentley, the Alberta Energy Regulator and a number of local landowners.

Alasdair McKinnon, the group’s facilitator tells us, “Those that attend the meetings appreciate the opportunity to meet to share current and factual information on a variety of issues and current events, such as the earthquake that occurred in Red Deer County on March 4<sup>th</sup> of this year.”

Group meetings continue to be well attended and productive, and in mid-June the group established a Facebook page and took on their first public information event, working together to ensure they are fulfilling their purpose of educating each other and engaging the community.





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### Fox Creek Synergy Partnership Keeps Working Together

After the Alberta Energy Regulator's Area-Based Regulatory Pilot ended in June 2017, people in the Fox Creek area had continued to meet informally to discuss energy development.

“Positive relationships had been formed so it made sense to keep working together,” says Brent Doornenbal, AER representative. With the intensity of activity, industry was looking to directly connect with the community and the community was looking for ways to be better looped into the local industry activities. As a result of several informal discussions and a few targeted conversations, stakeholders felt synergy was a good format to bring a more diverse group of people to the table.

“At the time, Synergy Alberta stepped in to provide some facilitation support and helped form the group,” says Jennifer Lutz, current Facilitator for the group. Jennifer adds that the group is open to everyone but has regular participation from locally operating oil & gas companies, pipeline and service companies, the M.D. of Greenview, the Town of Fox Creek, the Fox Creek School, the local Chamber of Commerce, Alberta Energy Regulator, Alberta Agriculture & Forestry, Alberta Labour, local businesses and residents.

The group chose the name Fox Creek Synergy Partnership (FCSP) when they ratified their terms of reference in November 2018. When asked why they chose to call themselves a ‘partnership,’ Jim Hailes, Mayor of Fox Creek replied, “We want to work together for the common good of the community and industry. Resource development should benefit everyone.”

Group member Dave Elmer, Murphy Oil, adds, “The purpose of the group is to educate, support and share ideas so everyone benefits.” With a focus on providing opportunities for industry, regulatory and community stakeholders to learn, share information and seek collaborative approaches to local challenges and opportunities, the group’s goals are to share information internally on local activities, trends, challenges and opportunities relevant to stakeholders and Indigenous peoples the Fox Creek Synergy Area.

When asked about their hopes for the rest of 2019 and beyond, two quotes capture the theme of the response. “We want to continue to grow and include more people who live, work and play in this beautiful area of the province.” says Charlene Parker, Shell; and Kevin Radomske, Pembina Pipelines adds, “Our hope is the group is stewarded by the community. The intention of this group is to really involve the community.”





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### Board of Directors Spotlight: Brenda Knight (Co-Chair)



Brenda Knight is pleased to be a part of synergy and believes that synergy groups are a great resource to both oil companies and landowners. She is a born and raised Albertan, 3rd generation on the family farm.

Brenda's career was as a municipal administrator for many years and for the past seven years she has been a Lacombe County Councillor.

Brenda and her husband Leonard raised four children on a cow calf farm with Leonard also working in the oil patch for 35 years. As a landowner, Brenda is familiar with oil wells, pipelines, risers and other infrastructure of the oil field as well as the challenges of land leases and compensation.

### Board of Directors Spotlight: Jill Salus (Co-Chair)



Jill Salus has worked as a Stakeholder Engagement and Aboriginal Relations advisor in the oil and gas industry since 2012. She is an advocate of Synergy Alberta in the community and an active member in six Synergy Groups throughout Central Alberta.

Jill loves her role in Stakeholder Engagement and enjoys working with communities to advance Corporate Social Responsibility. She is always seeking innovative ways to engage internal teams, Indigenous communities and stakeholders to build meaningful relationships by being present, honest and transparent.

Originally from Crowsnest Pass, her success as a national team athlete brought Jill to Calgary to train, compete and pursue a post-secondary education. She holds a Bachelor of Commerce degree with her major in Marketing, as well as a Master of Business Administration (MBA) in Global Energy Management and Sustainability, both from the University of Calgary.

*Synergy Alberta*

*"Working Together We Achieve More"*