

From the President

Finding the people we need, the solutions we need

THE CHALLENGES WE face in our business today are different from those we encountered even in the recent past. At the top of the list is people – recruiting, training and retaining them. IADC is working hard on two fronts to help the industry jump these hurdles.



Lee Hunt, President

First, we continue to improve the industry's public image through the International Forum of Energy Centres & Museums (IFECM). The initiative began under IADC's 2006 chairman **Claus Chur** when he asked: "What can IADC and its members do to communicate a better image of the industry to the young generation?"

The first meeting, held in February 2006 in Amsterdam, brought together museum directors from around the world to share their experiences and ongoing projects, and to learn from peers and grow ideas for the future.

Presentations and discussions at the meeting showed that while each of these museums and learning centers was already working hard to promote the petroleum business, they continued to need support from each other and from industry.

In March 2007, the group reconvened at the Houston Museum of Natural Science and the Ocean Star Offshore Drilling Rig and Museum in Galveston. Members shared tales of collaboration over the past year that were inspired by the IFECM initiative, such as efforts in the Project E³ educational outreach program that aims to incorporate more oil and gas technology into science curricula.

To read more about the International Forum of Energy Centres & Museums, , please see Page 134.

CAREER CONNECTION

On the second front, IADC is kicking off the Career Connection initiative, which aims to

facilitate contacts between our members and prospective employees. IADC won't be acting as an employer representative or conduct any hiring or interviewing. Our goal is to broaden the industry's employment base beyond traditional labor sources. IADC will research job markets with an eye toward areas with high unemployment or where factory closures are imminent. These could provide opportunities for our members to educate prospective new-hires about our business and attract the new hands we need.

The project's methods include:

- **Traveling job fairs:** IADC will work with member companies, local officials and the Chamber of Commerce to allow participating companies to meet with prospective employees and to promote career opportunities.
- **Direct employer workshops:** IADC will set up meetings with specific companies that have announced closures or downsizing, so our member companies' recruiters can conduct career workshops.
- **Returning military campaign:** Two national programs already in place may be adapted to the drilling industry — HireVetsFirst and Hire a Hero. These government programs were created to assist veterans, Guard members and reservists find employment when their military term has expired.
- **Enhancing the European labor force:** Delegations may be sent to Eastern European cities to access the labor potential there for Western firms.

For more information on this new project, please see Page 132.

IADC continues to reinvigorate itself to serve our members even as the industry's specific needs continue to change. IADC's dedication remains a constant as we continue to provide "Global Leadership for the Drilling Industry."

We welcome your suggestions on our efforts. Please send comments to drilling.contractor@iadc.org.