

FOUNDATION CELEBRATES 25TH ANNIVERSARY AT DONOR LUNCHEON

With all of the excitement the glittering lights of Las Vegas brings, attendees of the Foundation's Annual Donor Luncheon, held during SEG's 2012 Annual Meeting, found themselves caught up in the midst of excitement as the Foundation highlighted its 2012 successes and the road traveled since incorporation as a SEG supporting organization in 1987.

Tom Smith, chairman of the SEG Foundation Board of Directors, thanked everyone for making possible the important work of the SEG Foundation, and began the event with announcements about major financial donations to key programs. He first revealed that Paradigm Geophysical is the latest company to support the Distinguished Lecture Program, joining others with a five-year commitment of US \$250,000 to help bring leading geophysical advances to SEG members around the world. "It is always a great pleasure for us to support our new students and industry training. It's an important cause for us, and we are happy to continue supporting the Foundation," said Eldad Weiss, chairman and CEO.



Smith then recognized Apache for its commitment of \$250,000 to become the lead Sustaining Investor of the SEG Wiki. "Students today use different tools from the students of yesterday, but they do know how to use a Wiki. We thought at Apache that our commitment be associated with something that students can really use," said Dave Monk, director of Geophysics at Apache who became the SEG President at the end of the meeting. "Apache is committed to this."

ION, which in 2007 was the first to invest in the SEG Online project, providing news and resources to SEG's global membership, was then recognized. "If you haven't been to the SEG Web site lately, I encourage you to go on and have a look," Smith said. ION renewed its five-year investment of \$400,000 to SEG Online Education. "As we truly have the membership continuing to globalize and as the nature of learning has changed so dramatically with new students and new members, it is important to have the right infrastructure to provide online support. Even in the last four or five years, things have progressed in the ways people communicate. We need knowledge without borders," said Bob Peebler, ION chairman. "SEG Online is exciting and it will continue to evolve and grow, and we are excited to continue our support."

PGS, another lead investor in SEG Online from 2009–2012, made a new commitment to support Geoscientists Without Borders (GWB), committing \$625,000 over five years. "We are in an industry where there is a need to attract younger talent to renew our great base of knowledge of our people. GWB is a meaningful initiative that also has a lot of appeal to the younger generations—that we, as an industry,



*Paradigm CEO Eldad Weiss announced a \$250,000 commitment to the Distinguished Lecture program.*

*Apache Director of Geophysics and SEG President Dave Monk after Apache announced its \$250,000 renewal commitment to the SEG Wiki.*

*WesternGeco President Carel Hooykas announced a \$1 million renewal investment for GWB.*



*PGS CEO Jon Erik Reinhardtsen announced a \$625,000 commitment to GWB—a new direction for the company after supporting SEG Online.*

*CGG CEO Jean-Georges Malcor announced a \$450,000 renewal commitment to the SEG Student Membership Dues program and a \$300,000 renewal commitment to GWB.*

*Gary Servos, a long-standing volunteer, donor, and great friend of the Foundation, received the Volunteer of the Year Award. Servos currently serves as Treasurer on the SEG Board of Directors.*

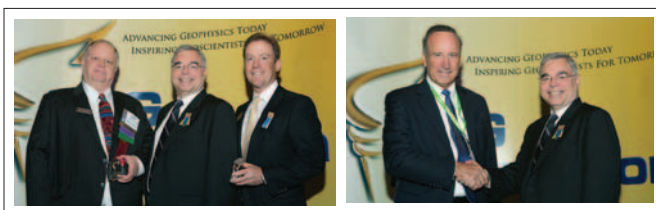
need to attract if we are going to grow as we have been doing," said Jon Erik Reinhardtsen, CEO of PGS. "We are proud to be part of such a great mission to use our geophysical knowledge and expertise, helping help people grow and prosper—people who are in need. We know that being part of these things is meaningful not only for the people we help but it means a lot to us as professionals as well."

Smith then highlighted CGG's two renewal gifts in 2012—a renewal commitment of \$450,000 to the SEG Student Membership Dues and a separate renewal commitment of \$300,000 to support GWB. "Congratulations to the SEG Foundation. As usual, you are doing a splendid job and your role is vital in bringing strength through unity to our industry," said Jean-Georges Malcor, CEO of CGG. "We indeed recognize ourselves in the values of the Foundation and we have had a long and fruitful relationship with the Foundation. We know in our business that sometimes we compete with our peers, and sometimes we team and partner with them, and I am pleased that on the topic of supporting our



Chairman Tom Smith (right) thanks Steve Shirley, manager of Earth Science, Technical Relations, after the company announced a \$1 million renewal gift to support the SEG/Chevron Student Leadership Symposium (SLS) and the Scholarship Program.

Marathon Oil Chief Geophysicist Kenny Coleman (left) with Smith after the company announced its first gift to the Foundation—a \$250,000 commitment to the Scholarship Program.



Foundation supporters Kurt-Martin Strack (left) and Hank Hamilton (right) were recognized by Smith for their individual donations in 2012.

ION Chairman Bob Peebler (left) with Smith after ION announced its \$250,000 renewal commitment to SEG Online Education.

community, we in the industry have decided to join forces in these important efforts. It is a great pleasure for us to renew our commitments to the SEG Foundation and we hope others will join us in these excellent programs.”

Another leadership commitment to GWB came from Schlumberger, the visionary founding investor in GWB back in 2008. Their \$1,000,000 renewal is a strong vote of confidence in what SEG Foundation has accomplished. “It is a great pleasure to renew our support for the SEG Foundation and the GWB program,” said Carel Hooykaas, president of WesternGeco. “We think it’s important to support this cause, not only for its humanitarian aspects, but also to involve our next generation of geoscientists. We would like to thank the other companies that have joined us in supporting GWB, the SEG Foundation, and all the people who carry out the actual work of the GWB program.”

Smith also announced a renewal commitment from Chevron, the original investor in creating SEG’s flagship Student Leadership Symposium (SLS). Chevron will continue its support of SLS and added support to the SEG Foundation Scholarship Program with a \$1,000,000 renewal gift spread over the next four years. “It is a great pleasure to partner with the SEG Foundation. It shows that SEG and Chevron have a shared commitment to advancing technical and leadership skills through education and training for SEG Student members. SEG has taken a major step forward in attracting and retaining our student members. We are proud to be able to participate in this,” said Steve Shirley, manager of Earth Science Technical Relations.

In late-breaking news at the luncheon, Smith announced a new gift from Marathon Oil to support the Scholarship Program with a commitment of \$250,000 over five years. “We

are pleased to have Marathon Oil’s support. This is their first gift to the SEG Foundation, and we welcome them,” Smith said. He was followed by Kenny Coleman, chief geophysicist, who said: “We’re pleased to partner with the SEG Foundation and to sponsor the SEG Scholarship Program. The values of SEG are in line with the values of Marathon Oil, specifically service to the community. We thank the SEG Foundation for all their work and for allowing us to be a part of it.”

### Trustee Associates

Following the announcements, Smith spoke about the Trustee Associates (TA), who truly are the backbone of the Foundation’s 25-year success. In 2012, 17 friends of the Foundation joined the TAs: James and Patty DiSiena, Ernie and Donna Siraki, Richard Bishop, Robert and Michelle Hobbs, Zhiming Li, Mike and Bonnie Loudin, Dominique Robert, Steven Davis, Kurt-Martin Strack, Kim and Karen El-Tawil, Scott and Rachel Brannan, Fred Hoffman, Jim and Kelly Brothers, Rhonda and John Jacobs, Steve Crowell, Bill Abri-el, Magne Reiersgard, and Robin Pearson.

### Individual donor recognition

At that point, the program transitioned into recognition for donations by individuals. Strack was recognized for his gift of a five-year, \$10,000-a-year scholarship in honor of his colleague, Ulrich Schmucker. In addition, Strack recruited another group of supporters to create a second, \$10,000-a-year scholarship in honor of George Keller. Both scholarships will be first awarded in 2013. Hank Hamilton, also a Foundation Board Member, was thanked for his passionate support of the Foundation’s programs and activities, specifically his personal contributions of \$50,000 to the general fund and to the GWB endowment.

Through the contributions of Dick and Fran Baile, the Foundation supports a cash prize and paid travel to the SEG Annual Meeting for the winner of SEG’s top prize at the annual International Science and Engineering Fair, the world’s premier science completion for high school students. This year’s winner was Ananya Mukundan, from International Academy East in Troy, Michigan, whose winning project was “Nano-Tesla Magnetic Field Sensors for an Early Warning System for Earthquakes.”

### Celebrating 25 years

Jeff Springmeyer, a Foundation Board Member, handled the master of ceremonies duties during the celebration of the 25th anniversary of incorporation. This was a major turning point in philanthropic support of our community by SEG members. Shortly after this significant milestone, Baile, Elwin Peacock, Jim Frasher, Red Olander, and Neal Cramer formed the Trustee Associates—a group which would prove instrumental in fund raising and in recruiting new donors and friends to the Foundation. “I have participated on the Foundation’s Board now for four years and have seen firsthand the enormous amount of growth within our programs and the collaborative support we are able to provide to the geophysical community. However, I know that this was all seeded by the vision of these five gentlemen back in the late 1980s,” Springmeyer said. “The Foundation is excited to look toward the future and the next 25 years.”



The keynote talk by Elsa Velasco, manager of SEG University and Student Programs, detailed SEG's efforts on behalf of 6000-plus student members who are the future leaders of SEG and the global geophysics industry. Her message: the students we empower today are embracing the challenge of becoming SEG's leaders.

**Foundation events recap**

Other Foundation events during the Annual Meeting included a "field camps" reception; the "Presidential Jam" fundraiser sponsored by MicroSeismic, which generated more than \$3000; and a debut screening of the GWB

documentary. All of these events at the Annual Meeting emphasized the impact of the Foundation's programs. None of these success stories could happen without the passion and the commitment of you, our donors and our members. Thank you! **TLE**

—NATALIE BLYTHE  
Communications Specialist  
SEG Foundation

*Geoscientists Without Borders is a registered trademark of the SEG Foundation.*

**GWB endowment campaign raises \$1 million**



Mark and Debra Gregg (center) with Foundation Member Hank Hamilton (left) and Foundation Board Chairman Tom Smith (right).

One year after a goal of US \$1 million was established for the Geoscientists Without Borders Endowment Campaign, the SEG Foundation announced that the target had been reached, ensuring long-term funding for the program.

The Endowment Campaign started in 2010 when Mark and Debra Gregg, owners of KiwiEnergy, offered to match donations. Their challenge was eventually met by 72 individuals and the ambitious goal was achieved.

During the Foundation's Luncheon at SEG's 2012

**GWB Endowment Donors**

- |                           |                             |  |                                   |
|---------------------------|-----------------------------|--|-----------------------------------|
| Dave K. Agarwal           | Mike Forrest                | Alfred and Julie Liaw                      | Gary and Lorene Servos            |
| James L. Allen            | Donald W. and Nancy Frye    | Vicki Messer                               | Damir S. Skerl                    |
| Mollie J. Allen           | Larry and Connie Galloway   | James L. and Arlene H. Payne               | Charles and Jean Smith, Jr.       |
| Richard A. and Fran Baile | Mike and Susan Graul        | Elwin Peacock                              | Tom and Evonne Smith              |
| William N. Barkhouse      | Claire and Joe Greenberg    | Susan Mastoris Peebler                     | Jeff and Amie Springmeyer         |
| Craig and Betsy Beasley   | William H. Gumma            | Louise Pellerin                            | Scott L. Stockton                 |
| Gerard J. Beaudoin        | Hank Hamilton               | Scott Petty, Jr.                           | James R. Strawn                   |
| Alistair R. Brown         | Marvin and Jene Hewitt      | Alexander Mihai and Catherine Ann Popovici | Martin Stupel and Catherine Lappe |
| Lisa A. Buckner           | Robert and Michelle Hobbs   | William T. Rabson                          | Robert and Vivian Talley          |
| Nancy Carter              | Jeff Hume and Cindy Berlier | David J. Richards                          | Jack and Catherine Threet         |
| Arthur Cheng              | Rhonda and John Jacobs      | Dominique Robert                           | Cung Vu                           |
| Peter A. Crisi            | Benegene Kring*             | James D. and Stella M. Robertson           | Bernadette Ward                   |
| Steve and Susan Danbom    | Fritz P. Kronberger         | Rocky Roden                                | *deceased                         |
| Steven H. Davis           | Ken and Nancy Larner        | Richard and Barbara Schneider              |                                   |
| Richard Degner            | Lee and B. J.* Lawyer       | Michael and Lynn Schoenberger              |                                   |
| Lynn Duncan               | Mark and Kim Leonard        |  |                                   |

Annual Meeting, Hank Hamilton, Foundation Board Member, recognized the Greggs for paving the way for a successful campaign. "GWB has turned into one of the most far-reaching, one with the greatest impact, and one of the most successful programs we have ever launched," Hamilton said before inviting the Greggs onstage. "I am really honored to stand here today and tell you that thanks to the contributions of 72 donors, the \$1 million fund is now a reality. Mark and Debra, we cannot say thank you enough for your vision and your leadership. That grant was the key that made this all possible."

GWB was established in 2008 with a founding five-year sustaining investment of \$1 million from Schlumberger. In its brief history, GWB has already funded 14 projects all over the world. These two-year projects have utilized geophysics to solve long-standing problems related to water, landslides, earthquake preparedness, and archaeology. Each project has the potential to impact thousands of people in its general region, with some projects even gaining support from their local governments to help in the implementation or sustainability.

To learn more about GWB, please visit [www.seg.org/gwb](http://www.seg.org/gwb). If you would like to support this program, or any Foundation program, please visit [www.seg.org/donate](http://www.seg.org/donate).

# SEG & SEG FOUNDATION THANK OUR SUSTAINING INVESTORS!

\$1,750,000 AND UP



Schlumberger



\$1,000,000 TO \$1,500,000



ExxonMobil



\$500,000 TO \$800,000



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Apache



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\$250,000 TO \$400,000

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