



What Should We Do in 2012? Adapt Quickly!

COGA 2012 Business Plan Summary

By Tisha Conoly Schuller, COGA President & CEO

The Colorado Oil & Gas Association (COGA) begins its business planning in late summer for the following year, so it's interesting to assess how quickly things change for our industry! It's time to begin implementing our 2012 plan, and our priorities have already rearranged dramatically since mid-summer.

2011 was a year of significant growth and investment for COGA. In late summer, I expected that we would simply build from our positive momentum and continue with the objectives established for 2011.

But along came the Colorado Oil and Gas Conservation Commission (COGCC) hydraulic fracturing disclosure rulemaking and a half dozen local government regulation efforts. And so, before being finalized, the COGA business plan was already in revision.

It is with pride that I share our five year objectives with you. We must all do our industry work with an eye to the future:

- Successfully rebrand the oil and gas industry in Colorado such that we engender pride on behalf of our citizens and ensure that we have the support of the general public.
- Achieve recognition of the oil and gas industry across Colorado as a core contributor to the state energy mix, the regional economy, and local communities.
- Provide proactive and consistent communication regarding the benefits of the oil and gas industry in Colorado.
- Establish successful working relationships with decision makers and key stakeholders across the state.
- Demonstrate community involvement that provides members with a venue for collective, significant community contributions.
- Establish respected and effective programs in the areas of education, policy, communication, stakeholder outreach, and community involvement.

For 2012 we've organized our activities into two primary programs: 1. Policy and 2. Education & Outreach. Policy basically includes all of our regulatory engagement, our work at the legislature, the efforts of our policy-related committees, implementation of our baseline water sampling program, and our natural-gas-demand creation activities.





Education & Outreach covers everything we do interfacing with our stakeholders, including all public relations, our coordination with the larger business community, the outreach within the oil and gas industry, all our summer conference activities, the addition of a Niobrara Community Outreach program, our engagement with Colorado colleges and universities, and our social media.

So how will our business plan change given recent developments? First, the COGCC hydraulic fracturing disclosure rulemaking will fundamentally change the nature of state-wide regulatory decisions. We now have a framework for working collaboratively rather than combatively with regulators, the environmental community, and community stakeholders. I expect future discussions will take longer and require more energy, but will be conducted in this spirit.

Second, the rush by local governments to add their voice to oil and gas regulation will require substantial energy and engagement not just on the part of COGA, but on the part of all our employees, neighbors, and friends. At this writing, seven municipalities and counties are reviewing or revising their oil-and-gas-related regulations. Much of the discussion and debate around this issue is misinformed. Staff, elected officials, and community members often do not understand both the industry and the regulations that govern our activities. We will be working with you, our members, to participate and inform these communities on many fronts and I look forward to your participation.

You can expect to see the same good work from COGA, with ever-improving focus, adaptability, and efficiency in 2012. And we hope that you will join us in our education and engagement efforts state-wide—there is plenty of good work for everyone to do. Keep an eye on our Facebook and LinkedIn pages ([links](#)), follow our Twitter accounts ([links](#)), and stay tuned for our action alerts.

