

CAMPAIGN TOPS \$17 MILLION

The SEG Foundation announced on 5 February 2009 that its *Advancing Geophysics Today, Inspiring Geoscientists for Tomorrow* campaign has successfully closed after raising US\$17 232 510. This broad-based effort included individual SEG leaders, oil companies, geophysical service companies, and SEG Sections. In total, 112 individuals, 21 corporations, and three SEG sections contributed. Congratulations to all!

The campaign's success was celebrated at the SEG Annual Meeting in Las Vegas during a gala luncheon for 700 guests. The program included a video that highlighted the many programs made possible through the generosity of Foundation donors and investors, a retrospective of the campaign, and speeches from new major donors. Guests included corporate leaders, SEG volunteer leaders, donors, Foundation trustee associates, Doodlebuggers, and grant recipients. This latter group included 50 beneficiaries of SEG/Chevron Student Leadership Symposium travel grants, 30 participants from the first-ever SEG/ExxonMobil Student Education Program, three high school students from the Philippines (winners of the International Science and Engineering Fair Distinguished Achievement Award), and faculty from Clemson and Boise State Universities (recipients of the first two Geoscientists *Without Borders* grants).

"The success of our campaign can be attributed to the combination of passionate SEG membership, far-sighted corporations, careful planning, expert counsel, dedicated volunteer leadership, and committed SEG staff," said Bill Barkhouse, SEG Foundation vice chair and campaign chair. "This achievement has been six years in the making, starting in 2003 when the Foundation determined that a campaign could have a profound impact on the programs of SEG and the global geophysical community. Luckily, we were smart enough to know that major gift fundraising is not to be approached casually, but is instead an accomplished discipline involving both art and science." The Foundation hired the necessary staff and secured assistance from an expert consulting firm, Campbell and Company, in 2004.

Barkhouse continued, "It wasn't until 2005 that we started talking to our donors, both current and potential, and mak-



Figure 1. SEG Foundation Chair Emeritus Dick Baile (center) unveils the campaign total as of November 2008 in Las Vegas. He is assisted by (from left) Executive Director Mary Fleming, Director of Geophysics Peter Pangman, SEG President Fred Aminzadeh, Campaign Chair Bill Barkhouse, and Foundation Chair Gary Servos.



Figure 2. Mary Fleming recognizes Bill Barkhouse for leading the successful drive.

ing concrete plans for a campaign that would have the greatest benefit for our community. The first gifts were received in late 2005, including ones from each and every member of the sitting SEG Executive Committee and SEG Foundation Board. These, along with our first anonymous \$1 million individual donor, gave us the confidence that our plans would resonate with geophysicists worldwide."

The pace picked up in 2006 with the announcement of the first two corporate investments at the Annual Meeting in New Orleans. Chevron committed \$1 million over five

years to fully fund the new SEG/Chevron Student Leadership Symposium, while Anadarko Petroleum announced a commitment of \$875 000 over five years to radically expand the Foundation's scholarship programs. In making this announcement, Jim Hackett, chairman and CEO of Anadarko, stated "The most critical challenge today is not technology—it is the shortage of enough talented people to staff our industry's growth plans...so, we're making this challenge grant to the premier organization that is best positioned to garner support from other industry partners to tackle this challenge." Thank you, Jim, and thank you to the other leading corporations who accepted this challenge.

The Foundation launched the campaign publicly at the 2007 SEG Annual Meeting in San Antonio, where SEG past president Leon Thomsen unveiled the ambitious goal of \$15 million and encouraged the SEG community to participate. In his inimitable style, Thomsen stated, "Do not be dismayed. Thanks to your generosity and support, we're more than half-way there. We confidently expect to announce next year in Las Vegas that this goal has been exceeded." Thomsen, as always, was accurate.

SEG Foundation board chair Gary Servos took to the stage in Las Vegas to confirm Thomsen's prediction and thank the donors responsible for the campaign's success. "What a marvelous gathering of global geophysicists and friends. I want first to thank our very generous individual donors... their generosity and contribution of over \$4 million has been a shining light. Next, I want to talk about our corporate investors. Note I used the word 'invest', not 'give' or 'donate'. These companies have invested in SEG because of the programs and results we offer...some where the outcomes and benefits are predictable, others where the company has taken a real chance with us and invested in long range, even brand new, ideas and concepts. These investments demonstrate a confidence that the SEG and Foundation will deliver, and we promise to deliver. It will be a lot of work, but the SEG Executive Committees and the Foundation Board are confi-

dent of success. Working together, investors and volunteer leaders, we will lead the Society to new heights as the premier geophysical society in the world," he said.

SEG Executive Director Mary Fleming followed Servos to thank Campaign Chair Bill Barkhouse and all the volunteers responsible for the campaign's success. "This is an amazing day. We are in a room full of people, and all of you are investing in the future. Some of you are here because you are celebrating your life's work in this amazing field of geophysics. Some of you are here because you work for the amazing companies that are supporting this effort. Some of you are here because you are beginning your life's work with this amazing opportunity to see the breadth of opportunities that await you in the field of geophysics. Some of you are here because you are the volunteers who have strategized and executed this amazing success—friends and colleagues working under one banner, *Advancing Geophysics Today, Inspiring Geoscientists for Tomorrow*. This day is possible because of the work of these volunteers, standing on the foundation of preceding generations of SEG Officers and members. They have been working tirelessly since 2005, giving countless hours and miles and meals. No words are sufficient to express the thanks they deserve, for this is their success," she said.

Barkhouse concluded by thanking those who made the campaign's success possible: the Foundation Board, and, in particular, Chair Emeritus Dick Baile; the SEG Executive Committees from 2005 to 2008; Honorary Campaign Chairs Decker Dawson, Luke Corbett, John Gibson, Xu Wenrong, Aubra Tilley, and the late Booth Strange; campaign committee members Gary Servos, Charlie Smith, Dick Baile, Susie Peebler, Elwin Peacock, Mike Forrest, and Anna Shaughnessy; philanthropic consultant Marc Hilton; and SEG staff Mary Fleming, Peter Pangman, Debbie Starnes, Brian Young, and Katie Burk.

—PETER PANGMAN
Director, geophysics

PGS CONGRATULATES THE SEG FOUNDATION

PGS is proud and pleased to have the opportunity to contribute to the SEG Foundation. As an industry we have a very important and challenging mission upon our shoulders, which is to secure a stable supply of energy to the global community. Geophysics plays a key role in this mission throughout the value chain, from exploration into production. This role provides a great opportunity for us as an industry for communicating to and attracting new talent. Not only do we offer exciting technical challenges related to finding the remaining hard oil, but the opportunity for a new generation to really make a difference in the bigger picture. In order to secure a successful mission we need to find hydrocarbons at least equal to what we produce. We may soon enter a very similar challenge with regard to people...so it is not only the hydrocarbon reserve replacement ratio that represents a challenge; equally important is the people replacement ratio. This is where we see the SEG Foundation playing a key role, a vehicle for industry stakeholders to jointly combine forces, attracting and enabling good talent to join us. PGS remains committed to doing our share. We would like to congratulate the SEG and SEG Foundation for a successful campaign. We fully trust you will be able to put the funds to good use to attract the talent we need going forward.



Sverre Strandenes, PGS Group president of data processing and technology, announces a \$400 000 commitment in support of SEG Online at the Annual Meeting in Las Vegas.

Summary of Campaign Progress

DECEMBER 31, 2008

TOTAL GIFTS AND PLEDGES TO DATE:

\$ 17,232,409.94

- Individuals* 31%
- National/Multinational Oil Companies 39%
- Geophysical Service Companies* 29%
- SEG Sections, Other 1%

*Includes \$1,533,587 in SEG/SEG Foundation matching funds.



\$15,000,000

CORPORATE INVESTORS

\$1,000,000 AND UP

- Shell International E&P (Honorary Lecturer Program)
- ExxonMobil Exploration (Student Education Program)
- Chevron (Student Leadership Symposium)
- Schlumberger/WesternGeco (Geoscientists Without Borders)
- StatoilHydro (Quantitative Subsurface Initiative)

\$500,000 TO \$999,999

- Anadarko (Scholarships)
- CNPC (SEG Online Education)
- CGGVeritas (Student Membership Dues/Distinguished Lecturer)
- TGS (Summer Field Camps)
- Apache (Scholarships)

\$250,000 TO \$499,999

- Paradigm (Student Membership Dues)
- ION (SEG Online)
- Halliburton/Landmark (SEG Online)
- PGS (SEG Online)
- SMT (SEG Online)
- Geokinetics (Student Section Book Program)
- Global Geophysical (SEG Online)
- Santos (Geoscientists Without Borders)

\$100,000 TO \$249,999

- Geophysical Pursuit (Founding Investor of the SAGE Endowment)
- Fairfield Industries (Unrestricted)

\$10,000 TO \$99,999

- P.C. Havens/ Seismic Exchange (P.C. Havens/Seismic Exchange Scholarships)
- Zonge Engineering and Research (Kenneth L. Zonge Scholarships)

INDIVIDUAL DONORS

\$1,000,000 AND UP

- First Anonymous Individual Donor (Operating Endowment)
- Second Anonymous Individual Donor (Student Programs)

\$100,000 TO \$249,999

- The Scott Petty Foundation (O.S. Petty Field Camp Grants)
- David W. Worthington (David Worthington Scholarships)



\$50,000 TO \$99,999

- Richard A. and Fran Baile (ISEF)
- Richard Degner (*Global Geophysical Services Field Camps*)
- Norman and Shirley Domenico (SEG/*Norman & Shirley Domenico Scholarships*)
- Mike Forrest (*Michael C. Forrest Scholarships*)
- Donald W. Frye (*Donald & Nancy Frye Scholarships*)
- Debra and Mark Gregg (*Debra & Mark Gregg Scholarships*)
- Frans H. and Alice B. Hammons (*Operating Endowment*)
- Richard and Shirley Hunt (J. *Richard & Shirley Hunt Scholarships*)
- David Lumley (*David E. Lumley Scholarships*)
- Jesse and Cathy Marion (CSEG)
- Alexander Mihai and Catherine Ann Popovici (*Alexander Mihai & Catherine Ann Popovici Scholarships*)
- Gary and Lorene Servos (*Gary & Lorene Servos Scholarships*)
- Charles and Jean Smith, Jr. (*Charlie & Jean Smith Scholarships*)
- The Family of Kenneth L. Zonge (*Kenneth L. Zonge Scholarships*)
Kim and Kenneth Zonge
The Zonge Trust
Thomas E. Gray & Kimberlee Lynn Zonge
Tammy and Michael Laird
Kenneth and Susan Zonge

\$25,000 TO \$49,999

- James L. Allen (*Operating Endowment; James L. Allen Scholarships*)
- Michael and Donna Bahorich (*Michael Bahorich Scholarships*)
- David C. Bartel (*David Bartel Scholarships*)
- Denver Geophysical Society (DGS *Scholarships*)
- Geophysical Society of Houston (*Hugh Hardy/ GSH Scholarships; Unrestricted*)
- Fred & Kathi Hilterman (*Fred & Kathi Hilterman/ SEG Student Section Book Program*)
- David Lammlein (*David Lammlein Scholarships*)
- Brian and Elaine Russell (CSEG)
- James D. Robertson (*75th Anniversary Scholarships; Operating Endowment; Program Support*)
- Jack and Catherine Threet (*Jack & Catherine Threet Scholarships*)
- D. Wayne Turner (*Operating Endowment*)

\$10,000 TO \$24,999

- Fred Aminzadeh (*Unrestricted*)
- William Barkhouse (SEG *Online*)
- Colorado School of Mines (SRW *Travel Grants*)
- Rodney Cottrell (*Sponsored Scholarships*)
- Barry and Lee Davies (*Unrestricted*)
- Raymond Farrell (*Trustee Associate/Unrestricted*)
- Mary Fleming (*Operating Endowment*)
- Lee and B.J. Lawyer (*75th Anniversary Scholarships*)
- Friends of Richard and Rollande Lockhart (*Richard & Rollande Lockhart Scholarships*)
Antares LP
Applegate Exploration, LLC
Ballard Petroleum Holdings LLC
John Belcher
Patti Brew
Clifford Clark
R.T. Clark
James Cowing
John Devault
Terry Donze
Wayne Ewert
- Friends of Lockhart *cont.*
Exploration Development, Inc.
Donald Frye
Geo-X Systems, Inc.
Larry Graham
Robert J. Grundy
Imperial American Oil Co.
Jack Lenhart
Douglas Lindsey
Lockhart Geophysical Co.
Mitcham Industries
C.R. Pelton
Porter Oil Properties
F. Lee Robinson
Charles B. Smith, Jr.
Don & Tammy Steeples
Texas Seismic Rentals, LTD
Sally Zinke
- Elwin Peacock (*Operating Endowment, Henry Bates Peacock Scholarships*)
- Robert B. Peacock (*Operating Endowment, Henry Bates Peacock Scholarships*)
- William and Linda Pearson (*75th Anniversary Scholarships*)
- Robert Peebler and Susan Mastoris Peebler (SEG *Online*)
- Mike Seidner (*Professional Development*)
- Robert and Margaret Sheriff (*Margaret S. Sheriff Scholarships*)
- John W.C. Sherwood (*Fred & Kathi Hilterman/ SEG Student Section Book Program*)
- Paradigm/Charles Smith, Jr. (*Sponsored Louisiana Scholarships*)
- Leon and Pat Thomsen (SEG/EAGE/*Thomsen/ BP Scholarships*)
- Zhijing (Zee) Wang (*Unrestricted*)
- The Family of J.E. White (*J.E. White Memorial Scholarships*)
Courtenay White
CoCo Forte
Marie and Jess Jamieson
Rebecca Vanderslice
Duffie White

\$5,000 TO \$9,999

- Glenn Bear (*Unrestricted*)
- Craig Beasley (*Humanitarian Applications*)
- Tim Berge (*Trustee Associates*)
- Brad and Roz Birkelo (*Unrestricted*)
- S. Rutt Bridges (*Unrestricted*)
- Frank Brown (*Trustee Associates*)
- Roy E. Clark, Jr. (*Trustee Associates*)
- Steve Danbom (*Student Support*)
- Peter Duncan (SEG *Challenge Bowl*)
- Floyd Foster (*Trustee Associates*)
- Tom Fulton (*Geoscience Center*)
- Larry Funkhauser (*Unrestricted*)
- Michael Golding (*Unrestricted*)
- Robert Graebner (*Unrestricted*)
- James Harrison (*Unrestricted*)
- Marvin and Jene Hewitt (*Marvin & Jene Hewitt Scholarships*)
- Kathleen Hogenson (*Trustee Associates*)
- Roy Huffington (*Unrestricted*)
- Alan Huffman (*Trustee Associates*)
- IAGC (*Unrestricted*)
- Benegene Kring (*Operating Endowment*)
- Ken Larner (*J.E. White Memorial Scholarships*)
- Stanley Leventhal (*Unrestricted*)
- Alfred and Julie Liaw (*Trustee Associates*)
- McCombs Energy (*Operating Endowment*)
- Vicki Messer (*75th Anniversary Scholarships*)
- Lee Miller (*Unrestricted*)
- David and Lorraine Monk (*Trustee Associates*)
- Robert and Penny Neese in memory of Urban E. Neese, SEG member for 50 years (*Urban E. Neese Sponsored Scholarships*)
- Donald Paul (*Operating Endowment*)
- Robert Peebler (*Trustee Associates*)
- Susan Mastoris Peebler (*Trustee Associates*)
- Joseph Putman, III (*75th Anniversary Scholarships*)
- Jeff Rayner (*Trustee Associates*)
- Rocky Roden (*Trustee Associates*)
- Richard Schneider (*75th Anniversary Schols*)
- Victor Shainock (*Unrestricted*)
- Anna Shaughnessy (*Trustee Associates*)
- Gene and Carlene Sparkman (*Geoscience Center*)
- John Willis Stockwell, Jr. (*J.E. White Memorial Scholarships*)
- John Sumner (*Unrestricted*)
- Yonghe and Grace Sun (*Sponsored Scholarships*)
- David Wegner (*Unrestricted*)
- Charles Weiner (*Unrestricted*)
- Frank Wipff (*J.E. White Memorial Scholarships*)
- Michael Wisda (*Unrestricted*)
- Terry and Nadine Young (*Gary & Lorene Servos Scholarships*)
- Zhou Jiming (*Trustee Associates*)
- Sally Zinke (*Trustee Associates*)

\$500 TO \$4,999

- Richard "Jerry" Albertus (*Lockhart Scholarships*)
- George Ball, Jr. (*Unrestricted*)
- Dave Braman (*Unrestricted*)
- Nancy Carter (*Unrestricted*)
- Andreas Cordsen (*Sponsored Scholarships*)
- T. Norman and Ruby Crook (*Sponsored Schols*)
- D.K. Davis (*Unrestricted*)
- Sam Evans (*Sponsored Scholarships*)
- Geophysical Society of Tulsa (GST/SEG *Scholarships*)
- Michael Harkness (*Unrestricted*)
- Jeffrey Malcolm Hume (*Unrestricted*)
- Indexgeo & Associates Inc (P.C. *Havens/SEI Scholarships*)
- Rhonda and John Jacobs (*Geoscientists Without Borders*)
- Larry and Shirley Lines (*Unrestricted*)
- Tim Maciejewski and Dee Smith (*Unrestricted*)
- James McNett (*Unrestricted*)
- James Templer (*Unrestricted*)
- Robert Whitman (*Kenneth L. Zonge Scholarships*)