

## CERI 2010 Oil Conference

# Markets, Margins and Message: Oil in an Age of Uncertainty

April 18-20, 2010 • The Fairmont Palliser • Calgary, Alberta

*Often the oil market is seen simply as the interaction of supply and demand. But it is becoming ever clearer that the Canadian oil market may be experiencing some fundamental changes that will impact on how we participate in future markets; what our margins are going to be, and perhaps most importantly, what our message should be.*

## Sunday, April 18, 2010

**6:00 – 7:00 pm**

Conference pre-registration

**7:00 – 9:00 pm**

Welcoming Reception

## Monday, April 19, 2010

**7:00 – 8:00 am**

Registration and Continental Breakfast

**8:00 am**

Introductory Remarks by Conference Co-chair

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**8:10 – 8:40 am**

### **OPENING KEYNOTE ADDRESS**

**History of the Oil Sands: Where Have We Come From? Where are We Going?**

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**Session 1 (8:45 – 10:15 am)**

### **Conventional Oil: Last Rights or New Breath?**

*Perspectives from small, medium and large producers: What will drive development (IP, geology, team, economics)?*

**Perspective from a Small Producer**

**Perspective from a Medium Producer**

**Perspective from a Large Producer**

**10:15 – 10:45 am**

Networking Break

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**Session 2 (10:45 am – 12:15 pm)**

### **The Role of Environmental Policy: Where will Policy (Land, Air and Water) be Heading?**

*Environmental policies are a significant impetus for technological change. As such they generate new costs to producers. Producers need to know where these policies are heading in order to plan effective and efficient ways to meet the environmental objectives – need we say more?*

**Government of Alberta: Update on Legislation**

**Harnessing our Entrepreneurial Spirit: Business Case for Clean Tech**

**What will be the Industry Response?**

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**12:15 – 1:30 pm**

**Networking Luncheon**

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Session 3 (1:30 – 3:00 pm)

**Where are Costs Going? What will Drive them and How Fast?**

*Land, labour and capital – the basic factors of production. We have covered some of the anticipated land costs but what about labour and capital? What do supply costs look like going forward, and what will happen to margins?*

**A Company Perspective on the Cost of Doing Business in the Oil Sands**

**The Basis Differential – What Does the Future Hold?**

**Upstream Cost Index**

3:00 – 3:30 pm

Networking Break

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Session 4 (3:30 – 5:00 pm)

**Communication: What is the Message and What is the Risk of Getting it Wrong?**

*Who owns the oil sands message? Is the right message getting out? If not, how can it be reclaimed and revamped?*

**Getting the Message Right**

**Public Education - Can it be Done Effectively in a World of Competing Issues? (Reputation Management)**

**How to do it Effectively**

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5:15 – 6:30 pm

**RECEPTION**

**Tuesday, April 20, 2010**

7:00 – 8:00 am

Registration and Continental Breakfast

8:00 am

Introductory Remarks by Conference Co-chair

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8:10 – 8:40 am

**KEYNOTE ADDRESS**

**Global Supply, Demand and Risk**

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Session 5 (8:45 – 10:15 am)

**What will Demand be?**

*For the most part demand is driven by population and GDP but as with most things the Devil is in the details. What are those details and how will they shape overall demand?*

**What will Demand Look Like in an Integrated Energy World?**

**Quantity – Bear Perspective**

**Quantity – Bull Perspective**

10:15 – 10:45 am

Networking Break

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Session 6 (10:45 am – 12:30 pm)

**Infrastructure: How to Move Product to Market**

*How complicated can this be? Build pipes from supply to demand – simple! Not so fast, it isn't just supply and demand that are becoming more complicated, transportation is as well.*

**New Pipes**

**New Use**

**New Loops**

**New Method**

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12:30 – 1:45 pm

**Networking Luncheon**

*Sponsored by Gibson Energy*

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Session 7 (1:45 – 3:15 pm)

**Executive Panel Discussion – One Future Vision or Many?**

*What does the future look like from the Executive Suite?*

**Confirmed Participants Include:**

Ian Anderson; President • Kinder Morgan Canada Inc.

James D. Brown; Executive Director, Climate Change & Sustainability • Ernst & Young LLP

Stephen Fekete; Managing Consultant • Purvin & Gertz, Inc.

John Gorman; Vice President • Halliburton Canada

Ernie Hui; Assistant Deputy Minister, Environmental Assurance • Alberta Environment

Robert Johnston; Director, Global Energy & Natural Resources • Eurasia Group

Colleen Killingsworth; President • CK Communications

David McColl; Research Director • Canadian Energy Research Institute

Randy Meyer; Director, Petroleum and Oil Sands Sales • CN

Paul E. Miller; Vice President, Keystone Pipeline • TransCanada

Barry Munro; Managing Partner, Calgary • Ernst & Young LLP

Murray Nunns; President and Chief Operating Officer • Penn West Energy Trust

Nick Olds; Senior Vice President, Oil Sands • ConocoPhillips Canada

Norm Rinne; Director, Business Development • Kinder Morgan Energy Partners, LP

Chris Seasons; President • Devon Canada Corporation

Rob Sherwin; Managing Director • Regester Larkin Middle East

David L. Yager; Chairman and Chief Executive Officer • HSE Integrated Ltd.