

## FROM THE PRESIDENT

Holiday Greetings to You All.

In this joyous time of year, it is important for us to spend time with friends and loved ones, rejoicing in life, and creating fond memories to carry with us into the New Year. It is equally important that we remember those who have suffered tragedy, loss, or misfortune this year, including many SPWLA members living in the Houston area. Taking a moment to reach out and tell them that they belong to a community that cares about them can make a profound difference in individual's lives. SPWLA is just such a community. To my SPWLA extended family, I extend a warm welcome to sit at the table with your colleagues and share more than petrophysics with these talented and profoundly generous people.

If you are a current member of SPWLA you should have received an email message from me in front of our request to have you renew membership. Since there are several very important issues that were communicated in that email, I am going to reprint them here to ensure that they reach as broad of an audience as possible. I have promised additional details in this message but, since these communications are only two weeks apart from each other, I am electing to wait and see what the reactions are before prioritizing these details.

As a preamble to this reprint I have two exciting bits of news to share that exemplify the potential resurgence of interest in our society. First, we have seen a stronger-than-normal renewal rate in the first week. In addition, a large number of these renewals have included the hardcopy *Petrophysics* subscription. This is arguably not what the Board expected, but also points out that we may not fully understand the value statement members make when evaluating their SPWLA membership. Secondly, we had over 450 abstract submissions for our symposium in London. This is a record (at least in recent history) and speaks to both the strength of London as a venue and the unique opportunity to publish that SPWLA offers. Hopefully this is an initial indication that our attendance will be strong in London, which will have a profound impact on our financial outlook.

What follows is a reprint of my email message. If you choose to stop reading here, please let me reiterate my best wishes to you and your family. I look forward to serving you in the second half of my term.

"First, allow me to thank you for your membership this year. In these challenging times we all need to evaluate our investments and ensure that we are getting returns that yield positive value. I hope that your last year with SPWLA makes it easy to justify your renewal for this year. Membership is the core of SPWLA's existence and its future would be assured if renewal rates would remain consistent from year to year. Unfortunately, SPWLA loses nearly half its

membership every year. In most years this loss is replaced with new members, but we have seen a trend that shows new members are not keeping pace with losses. As you consider renewal this year, give a pause to determine "why" if you decide to not renew. I would appreciate it if every member who does not renew please let us know why. Perhaps we could make meaningful changes to get you back!

However, your Board is not waiting to hear from you to act! You will notice several changes in your membership renewal options this year that I want to explain in limited detail. I will elaborate further on some of these changes in future messages. But I do not expect anyone to accept changes with no communication explaining them. If you find this limited explanation lacking, please ask for more if it impacts your decision to renew. I am willing to make a personal plea to every member who is considering leaving. It is the least I can do! Here are the changes you will see:

1. As I have communicated already, SPWLA is under considerable financial stress. The largest expense that can be controlled is the hardcopy printing of *Petrophysics*. The Board considered its options and decided that a decision to stop printing this year could result in negative impacts that could nullify many of the expected gains. Therefore, the Board elected to remove hardcopy delivery as a membership benefit and make this a subscription benefit. Members will retain electronic access to *Petrophysics* as they have today. By taking this approach, the next Board can assess the will of members to pay for hardcopy and the impact the removal of this base benefit might have on renewals. This was a compromise approach and it received unanimous approval from the Board.
2. You will see two new membership categories on the renewal form. The first is a Low Income Membership level. The Board has (for several years) discussed addressing the global challenges of holding membership to a single dues structure regardless of the salary levels in geopolitical markets. This Board has taken action on this talk. For individuals wishing to join SPWLA who earn less than \$40,000 annually, SPWLA dues will be set at \$40. The Board is hopeful that this will boost membership in several markets where SPWLA is struggling to grow.
3. The second new membership category is Chapter Affiliate Member. Note that this membership category has zero cost and comes with no SPWLA benefits. So you may rightly ask: Why we are adding it? The reason is simple. This category is applicable to members of local chapters and SIGs who choose to not

join SPWLA. In the past, these local chapter/SIG members have been managed by our chapters/SIGs, which have kept these members invisible to the organization. The problems this causes are numerous and unavoidable. Much of the controversy that arose from the Charter effort undertaken last year was the requirement that chapters/SIGs disqualify these members from chapter/SIG benefits.

The new Charter is taking a different approach. It will allow Chapter Affiliate Members to continue participating in local chapters/SIGs as they always have, but this membership will be managed by SPWLA instead of the local chapter/SIG. The benefits of this are that the membership will be kept dynamically updated and maintained. SPWLA will know exactly how large each of our chapters/SIGs is and therefore we can do a better job supporting chapters that may currently be underrepresented. Chapters/SIGs will be able to leverage SPWLA to better serve their members and will no longer need to put effort into maintaining their own databases.

4. The final change is that you will no longer be able to have multiple chapter affiliations (multiple SIG affiliations is still allowed). This is to ensure that each member has an affiliation with the chapter they participate in. This affiliation will tie you to the meeting notices, mailing lists, local membership benefits, and voting rights in the local chapter elections. All previous affiliations have been removed from our profile so please ensure that you fill this field correctly. If you do not want to be affiliated with any chapter select none. Leaving the field unanswered will not be allowable.

Once again, thank you for your support of SPWLA. If I can be of any further service to you please let me hear your voice!”

Regards,  
Brett Wendt  
2017–2018 SPWLA President