**1,123**

**AMERICAN ASSOCIATION OF PROFESSIONAL LANDMEN**

**Local Association Award**

Best AAPL Director’s Communication

(During Calendar Year 2020)

**Awards Committee Evaluation Form**

**To be completed by Local Association Local Association Name: HAPL**

**Name of Director: Allyson Johnstone Howard**

**Month Communication Presented:** **12/1/20 Number of Members in Local Association:**

**ATTACH THIS ENTRY FORM TO COPY OF AAPL DIRECTOR’S COMMUNICATION**

**(No comments or further explanations will be considered)**

#### To Be Completed By Awards Committee

The following criteria are listed to assist in the evaluation of the AAPL Director’s Communication.

**Criteria Points Score**

**OBJECTIVITY:** Was communication presented 0-6

in an unbiased manner?

**CLARITY:** Were board actions, professional and 0-5

AAPL issues clearly communicated?

**ANALYSIS:** Were key issues identified and 0-5

concisely presented?

**OVERALL PRESENTATION** 0-5

TOTAL SCORE

AAPL Director, Region IV Report

By: Allyson Howard, CPL

Happy Holidays! My name is Allyson Howard, CPL, and I am excited to serve as the Houston Association of Professional Landmen (HAPL) Director to the American Association of Professional Landmen (AAPL). As this position is a two-year term, I’ll be representing HAPL this term and next by submitting written quarterly reports to AAPL, attending the AAPL quarterly board meetings, and reporting back to HAPL at our HAPL Board meetings and in newsletter articles, such as this one.

The first quarterly board meeting of the American Association of Professional Landmen was held virtually on September 12, 2020. AAPL Acknowledged the impacts of the oil crisis and the coronavirus pandemic on the business of the association. All in-person education events scheduled for the first quarter had been cancelled, membership numbers were down 19.4%, Annual Meeting and Summer NAPE were held virtually, and in-person certification testing had been put on hold.

As of August 24th, AAPL had 11,489 members, 10,136 of which were active, 861 Associate, 117 Retired CPL, 265 Senior, and 110 Student. AAPL is focusing on the benefits of membership:

The Government Affairs full reports are now only available to members. A synopsis is still available to non- members. Members may access the reports by logging in to the AAPL website at [https://www.landman.org,](https://www.landman.org/) then go to “Resources” and then click on “Advocacy and Legal.”

AAPL would like members to take advantage of the AAPL Connect platform which has virtual communities where members can connect and discuss topics of interest. Note that your posts and discussions are not searchable on any internet platform, such as Google, and are kept in a secure forum.

You may access it here: <https://aaplconnect.landman.org/>

The Education Committee is creating content to educate members on new technologies and to help members use their skills for other energy work. Members can access free educational content at the AAPL website. Log in and then go to “Professional Development,” then “Education,” and then click, “Education - Complimentary.” AAPL is also continuing their one-hour webinars for educational credits.

The AAPL Forms Committee has completed several forms that are now available for free to members. To access them, log in to the AAPL website, go to “Resources,” and then go to “Contract Center and Forms.” Please contact me if you have questions about a particular form and whether it is in review for inclusion in the Contract Center.

The new Diversity and Inclusion Executive Council is working to make sure that all members feel welcome and included.

Read “OUR VALUE STATEMENT” here [https://www.landman.org/about/who-we-are.](https://www.landman.org/about/who-we-are)

AAPL has launched a Career Center with resources for members, including a free resume review, and videos on interview tips, building your personal brand, and networking. You may access it through the AAPL website. Log in, go to “Resources” and then “Career Center.”

The Advisory Landman Connection Program promotes professional development through a unique online networking and career development tool that helps members find, connect, and share experiences with others. Sign up at the AAPL website. Log in, go to “Get Involved,” and then click, “Mentorship.”

As of August 24th, the Professional Development Assistance Program had granted over $10,000 to members requesting financial assistance to attend NAPE, watch Webinars, and to take the RPL/CPL Exams. To take advantage of this program, log in to the AAPL website, go to “Professional Development,” and then go to “Professional Development Assistance.”

There are 4,868 total members certified as either CPL, CPL/ESA, RPL, RL, or Retired CPL. This is down 6% from last year. Currently, 46% of Active members hold certification.

NAPE: AAPL held the first ever virtual NAPE this past summer. There were 1,501 registrants and 181 exhibitors, versus 2,487 registrants and 178 exhibitors at last year’s in-person event. Sponsorship revenue from nine sponsors this year totaled $70,000 (last summer 18 sponsors accounted for $216,000 in revenue). Summer 2020 featured 417 prospects, while last summer featured 85 prospects. A hybrid event is planned for NAPE Summit 2021.

The Treasurer reported that total assets had decreased from $40,110,013 to $38,682,950, down 3.6% since June 2019. This decrease reflects market activity affecting the investment account, and the use of cash for operating purposes. Revenues, exclusive of investment revenue, have decreased 32%, approximately half of which is from a decrease in NAPE Expo distributions and management fee. Cancellations of the in-person educational seminars and Annual meeting contributed as well. Expenses have decreased 5.5% since June 2019. During this same period, the investment account has decreased 3.2%.

Please reach out to me at (512) 619-1358 or [Allyson.HowardCPL@gmail.com](mailto:Allyson.HowardCPL@gmail.com) with your comments and questions. I will be happy to relay your concerns and get answers to your questions.