**AAPL 2021 Landman of the Year**

Allyson Howard, CPL

In 2021, Allyson Howard has demonstrated **leadership** by actively serving as HAPL’s Director to AAPL. She has attended every board meeting, and in-person when it was an option. (NOTE: Our association does not reimburse any associated expenses.) She has also demonstrated leadership with AAPL by volunteering and being selected by Mark DeVrient to serve on his Task Force to address Texas Statutory Definitions of Landman. Additionally, Allyson served on the AAPL Task Force to define Landwork and served AAPL by actively participating in the Strategic Planning Session in 2021. Previously, Allyson has served AAPL by serving on the Executive Vice President Search Task Force. She also serves AAPL by actively participating in the Mentoring program.

Allyson demonstrates **integrity** in all that she does. She believes in and follows the AAPL Code of Ethics and the HAPL Code of Ethics. We regard her as gracious, respectful, honest, trustworthy, hardworking, responsible, helpful, and patient. She can be counted on to address confidential matters and protect individual and organizational privacy.

Allyson has **contributed to the Landman Profession** this past year by actively leading the Texas Alliance of Landman Associations (TxALA). She works closely with the TxALA Lobbyist to monitor and address legislative issues affecting Texas Landmen. She organizes the TxALA Representatives, keeping records of all the leaders of each of the twelve (12) local Landman Associations in Texas, and plans and leads the TxALA meetings. She has also financially supported the profession by personally sponsoring seven (7) Landman Association events in 2021.

Allyson **contributed to the Energy Industry** in 2021 by serving on the Texas Energy Council (TEC) as Membership Co-Chair. She represents HAPL and Landmen by attending monthly TEC board meetings and coordinating efforts to recruit constituent member organizations. She also testified before the State Board of Education on the importance of revising the State textbooks and science curriculum to include content on the energy industry, including all fuel sources, and the importance of teaching a full life cycle cost benefit analysis of each energy source.

Allyson continuously **contributes to her community** by fundraising for, volunteering at, and participating in the Houston Autism Speaks WALK. She personally raised nearly $1,000 and volunteered at WALK registration in 2021. In the past she has served on the WALK planning committees and Chaired the WALK where $286,342 was raised under her leadership. As Philanthropy Vice President, Allyson led her local Alumnae organization to adopt Houston’s Casa de Esperanza por Los Niños, Inc. (benefiting abused and neglected children). She has organized gift card donations, essential needs drives, financial contributions, and participation in their charitable Chili Cookoff.

*Background:*

Allyson moved to Houston in 2010 and joined HAPL that same year.  She has served HAPL in several capacities including chairmanships and officer positions leading up to President in 2018-2019. Other local association memberships include the Austin Professional Landmen’s Association, where she served two terms on their board of directors, and the Permian Basin Landmen’s Association.

Allyson’s career began in the field in Marion County, Texas running title and negotiating leases. She was recruited from the field to work in-house contract for Plains Exploration & Production. She then worked in-house contract for Noble Energy, before being hired as a Senior Landman by El Paso (EP Energy). She went on to work as an Acquisition Manager for Helmsman Minerals before being recruited to become Project Manager of SunCoast Land Services in 2017 which spurred her on to re-establish her consulting company. Howard Consulting, LLC often partners with SunCoast and provides all manner of Land Services. She has worked plays in all parts of Texas, as well as Arkansas, Louisiana, Mississippi, Oklahoma, Illinois, Indiana, Michigan, Utah, Ohio, Pennsylvania, West Virginia, Montana, and Wyoming.

Allyson and her husband, Matt Howard, are the proud parents of two boys, aged five (5) and two (2), and they are all members of Friendswood United Methodist Church. In addition to her professional memberships and activities, Allyson is Vice President of a building corporation in San Marcos, Texas, for which she previously served as board President from 2006 to 2014. In addition to the service groups and activities mentioned above, she is also a member of Women of Wardrobe, a volunteer branch of Dress for Success Houston and a Partner in Hope for St. Jude.