

AMERICAN ASSOCIATION OF PROFESSIONAL LANDMEN

Local Association Award

**Best Newsletter/Bulletin – Large Association
(During Calendar Year 2023)**

Awards Committee Evaluation Form

To be completed by Local Association with membership of more than 250

Local Association Name: _____

Date Newsletter/Bulletin Published: _____

Number of Members in Local Association: _____

Is Newsletter Prepared By: Staff Volunteers Only Both

ATTACH THIS ENTRY FORM TO YOUR BEST NEWSLETTER/BULLETIN (nominations that are not attached to a newsletter/bulletin will not be considered).
(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 Local Association Newsletters/Bulletins.

<u>Criteria</u>	<u>Points</u>	<u>Score</u>
EDUCATIONAL VALUE TO MEMBERS	0-8	_____
COVERAGE (Local, National & Industry)	0-7	_____
GENERAL APPEARANCE AND LAYOUT	0-5	_____
OVERALL PRESENTATION	0-5	_____
	Total Points	<input type="text"/>

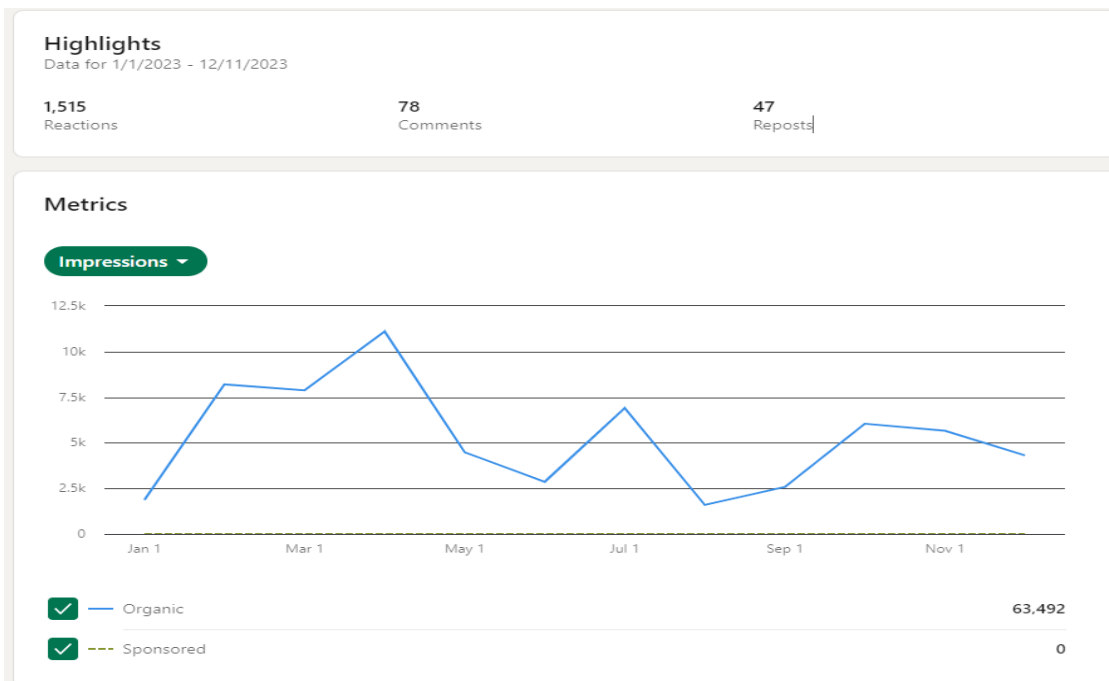
Best Newsletter/Bulletin – Large Association (During Calendar Year 2023)

Dallas Association of Petroleum Landmen (DAPL) has taken action in the last two years to expand news content by boosting its social media presence through LinkedIn, Facebook, Instagram and X (Twitter) in lieu of a traditional newsletter. By posting content on a weekly basis, DAPL communicates more effectively and in real time with our membership and extended network. Social media also allows greater engagement with AAPL’s social media accounts and allows DAPL to drive traffic to each account by tagging sponsors, charity beneficiaries, speakers, and members.

Analytics (LinkedIn):

As of December 11, 2023, the LinkedIn page is DAPL’s strongest social media account with 1,340 followers. This allows for updates about philanthropic engagement, educational meetings, networking events, and other industry news to be effectively shared with an audience that is far greater than DAPL’s actual membership total of 306. Additionally, many posts have far more impressions than the current follower count, with counts as high as 3,270 impressions for a single post. Impressions are defined by LinkedIn as views when the post is at least 50% on screen, or when it is clicked, whichever comes first. DAPL’s focus on growing a greater social media presence has created the potential to effectively reach upwards of 10 times more people than the current membership numbers.

DAPL’s LinkedIn analytics for impressions are represented in the following chart, which shows 1,515 reactions, 78 comments, 47 reposts, and 63,492 organic impressions for the date range reflected below:



April 2023 – Presidents’ Night Coverage

DAPL’s LinkedIn post on April 20, 2023 featured award winners at the April 17, 2023 Presidents’ Night at the George W. Bush Presidential Library. The post received 3,270 organic impressions/views. DAPL picked this post as an example of the growing level of engagement it has with its followers on social media. On the following pages, please see the LinkedIn post and related comments, respectively submitted for consideration.



Dallas Association of Petroleum Landmen (DAPL)

1,340 followers

[View full page](#)



Dallas Association of Petroleum Landmen (DAPL)

1,340 followers

8mo • 🌐



At our Formal Meeting on April 17th, our President [Jason Maloy, CPL](#) honored two distinguished landmen. [Nancy McCaskell](#) received our 2023 DAPL Landman of the Year Award and [Jay Beavers](#) received our 2023 DAPL Lifetime Achievement Award. Congratulations and thank you for your service!

[Nancy McCaskell](#) is a career Land Professional, providing expert analysis, decision making skills and management style matched by few. Her professionalism, ability to mentor young Land Professionals and constant reach for the highest AAPL ethical standards are what make her our Landman of the Year. She is an incredible ambassador for our profession, industry, DAPL and AAPL. Her insight into being a successful female Land Professional, a "Landman" as she loves to call it, in a predominately male industry is extremely helpful to young female Land Professionals. She has likely unofficially mentored hundreds of Land Professionals and her positive impact on the industry and especially our profession is very well-known and widespread.

She has chaired some of the most important committees for AAPL including Accreditation and Ethics and has participated on most AAPL committees, including a previous executive committee appointment in 2021-2022. She also led the Landman Scholarship Trust during a global pandemic. Her leadership style, while being distinctly Nancy, is also reflective of her mantra of "be kind". Leaders make hard decisions, but she makes tough decisions and delivers news with compassion and empathy. She was recently nominated for AAPL 1st Vice President. Her keynote address in Chicago at the 68th annual AAPL Meeting Horizon Breakfast was inspirational while also providing an insight into her greatest career challenge, overcoming failure, and learning to lead.

[Jay Beavers](#) began his career with Placid Oil Co. after graduating from [Texas A&M University](#) in 1977, he jokes often about his infallible "Aggie Math" he learned there. He joined the Mississippi Association of Petroleum Landmen and the AAPL in January 1978. While living in Jackson, Mississippi, Jay met Julia – the best thing to ever happen to him. In 1980 they moved to his family's ranch near Sanger, Texas, where they raised their two sons, James and Travis, who have joined us here tonight. A Certified Professional Landman, Jay worked as a company landman for Enserch Exploration Inc. in Dallas for 12 years and for UPRC in Fort Worth for eight years until Anadarko Petroleum Corp. acquired UPRC.

Since 2000, Beavers has been working as an independent landman at his office located next door to the Dairy Queen in Sanger. His commitment to the AAPL has been demonstrated by serving on many AAPL committees, chairing the AAPL Certification Committee, the AAPL Awards Committee, the Nomination Committee and the Southwestern Legal Foundation Landman's Institute as well as serving as AAPL treasurer, first vice president, AAPL President in 2019-2020.



Thomas Thompson and 96 others

17 comments

Reactions



Like Comment Repost Send

Add a comment...

Most relevant

Sharon Cook • 1st
Oil and Gas Regulatory Consultant

Congrats to both of you.

Like | Reply

Roger Soape, CPL • 2nd
Founder - Roger A. Soape, Inc.

Congrats to both of you!

Like · 1 | Reply · 3 Replies

Load previous replies

Nancy McCaskell (She/Her) • 2nd
President - Masonboro Energy LLC

[T. Grant Johnson](#). Thank you, Grant. I am flanked by two absolute Iodestars!

Like · 1 | Reply

David Clarkson • 2nd
COO at Vertex Energy Partners, LLC

Great job, Nancy. I know it is well deserved.

Like | Reply



Michael M. Sale (He/Him) • 2nd
Principal @ Oneonta, LLC | Cox School of Business Alumni

7mo ...

Congratulations

Like · 1 | Reply



Russell Harlow • 2nd
Managing Partner

7mo ...

Congratulations Jay! That's awesome. I'm proud to call you my friend.

Like · 1 | Reply



Yasmeen Sayed • 2nd
Geologist at Providence Energy

7mo ...

Congratulations Nancy and Jay! Well deserved!

Like | Reply



Adam McCullough • 2nd
Senior JIB Accountant at Aethon Energy

7mo ...

Congratulations Nancy! Well deserved.

Like · 1 | Reply



Steve Jobe • 2nd
Registered Professional Engineer

7mo ...

Congratulations to Jay and Nancy!!!

Like | Reply



Aaron Ledyard • 2nd
Oil & Gas Landman and Producer

7mo ...

Congratulations!

Like · 1 | Reply



Scott Herstein • 2nd
Business Development Manager - Sulphur River Exploration, Inc.

7mo ...

Congratulations, [Nancy McCaskell](#) and [Jay Beavers](#)!

Like · 1 | Reply



Brian Durman • 2nd
President

7mo ...

Congratulations Nancy! Well deserved.

Like · 1 | Reply · 1 Reply



Nancy McCaskell (She/Her) • 2nd
President - Masonboro Energy LLC

7mo ...

Thank you, Brian. I am so honored and awash in wonder.

Like · 1 | Reply



Hamza Tufail • 2nd
Petroleum Landman • Title Abstractor • Oil & Gas • Minerals & Royalties • Due Diligence

7mo ...

Congratulations.!

Like · 1 | Reply



Bruce A. Raabe • 2nd
Geologist at Endeavor Energy Resources

7mo ...

Congrats, Jay!

Like | Reply