

AMERICAN ASSOCIATION OF PROFESSIONAL LANDMEN

Local Association Award

Best Member Communication
(During Calendar Year 2022)

Awards Committee Evaluation Form

To be completed by Local Association

Local Association Name: Houston Association of Professional Landmen

Member Name: Brent Broussard

Title of Communication: Elizabeth Brand Teacher Excellence Award

Date Presented or Month Published: May 3, 2022 HAPL Luncheon, June Newsletter

ATTACH THIS ENTRY FORM TO COPY OF WRITTEN COMMUNICATION OR ORAL TRANSCRIPT
(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 Member Communication.

<u>Criteria</u>	<u>Points</u>	<u>Score</u>			
EDUCATIONAL/MOTIVATIONAL VALUE	0-6	_____			
INTEREST TO OTHERS	0-5	_____			
ORIGINALITY OF WORK	0-5	_____			
OVERALL PRESENTATION	0-5	_____			
	Total Points	<table border="1"><tr><td> </td></tr><tr><td> </td></tr><tr><td> </td></tr></table>			

HAPL Tribute to Education Luncheon Speech

Elizabeth Brand Teacher Excellence Award

May 3, 2022

Thank you for the opportunity to speak today on behalf of the HAPL for today's Elizabeth Brand Teacher Excellence Award ceremony. Truthfully, when asked to do this I was a little unsure about what I would speak about today given all I've ever taught were a bunch of landmen. Who am I to speak about teachers or education, I asked? But, after some thought I soon realized the one thing we all have in common. The impressions that teachers and mentors leave on us, and that those impressions have a lasting effect on our personal and professional growth. So, today I thought I'd share with you a few stories and lessons learned from just a few of the teachers and mentors in my life. Those men and women who, whether they realized it or not, left a mark on me. I'm sure today's award recipients have had a similar effect on their students and peers.

First, my 2nd grade teacher, Mrs. Deason. Mrs. Deason was the sweetest of women. Kind, funny, caring and energetic. *So, one day she was called to the office for one reason or another. After some time, she returned to music playing on the record player and me.....well.....well I was dancing on a table.* Those of you who know me can probably understand how this could happen. Shortly thereafter, Brent was at the principal's office getting a paddling. This was the 1980s in Louisiana so yes, kids got paddled, most of the time for our own good I'll add. After my much-deserved discipline I took the walk of shame back to the classroom where Mrs. Deason was waiting with a smile on her face and a chuckle. Tough love was the lesson there, and don't dance on tables. Some 30 years later I ran into her on a visit back to my hometown where she told me this story. *I was shocked, she remembered the story of a silly little boy all those years later. She remembered me, and that is what's so special about teachers. I will always remember her, she was a special lady.*

Next, my 8th grade English teacher, Mrs. Hoffpour. I'll never forget the first day in Mrs. Hoffpour's class. I thought she was by far the meanest lady I'd ever met! But very soon I learned that she was not some evil person. She merely challenged her students to give their all and demanded that they apply themselves and strive for perfection. She was the first teacher to really challenge me. I remember how happy it made me feel to make a good grade in her class because I knew that I earned it. I also remember how happy she was to see her students respond to the challenge. Regardless of the outcome, the effort put into doing something hard was most important in her eyes. What a valuable lesson she taught me...There is reward in hard work! Never settle for below average! After that, all of my English classes were easy because no one was as "mean" as Mrs. Hoffpour.

Flash forward 6 years, finishing my second year of college at the University of Louisiana at Lafayette, a nursing major and failing my 2nd biology class miserably! *It was at that point I decided I needed to make a change.* After studying my options, I discovered the Professional Land and Resource Management (Energy Management) program and changed my major. Little did I know that decision would have such an impact on the rest of my life. I had no idea what a Landman even was, but over the next two years I learned so much. Not only from my business & law professors, but industry professionals who committed their time in support of the program. It was an exciting time, and I valued the lessons learned

from those land professionals who gave back to the industry in support of the next generation of landmen.

Two quick years later I'm a wee baby Landman working my first land job with Bradley Broussard Land Services in Lafayette. After what felt like weeks of making copies and fetching this and that I was given a stack of leases to "plot out" by one of Brad's Project Managers, Melissa Miller. She gave me all the pertinent client information and directions, and I was off to my work. I stayed late that day completing my assignment, plotting each lease to perfection. Perfect shading with my colored pencils (yes, we actually used to use colored pencils back then), perfect outlines, double checked quarter-quarter calls...It was as pretty a map as there ever was. The next morning, I walked into Melissa's office to show off my masterpiece. After a brief review, she looks up at me and says "Boo, the client's acreage is always yellow!". Four years of college and at that moment, I felt like a buffoon! We laughed and I went back to work re-creating my work of art. Lesson learned? The client's acreage is always yellow!

I learned a tremendous amount at my first land job. But by far, the most valuable career lesson came from my lead broker, Bradley "Brad" Broussard. Brad was a stickler for correspondence. No project was submitted without a report detailing your efforts and results. I remember the first cover letter I turned in to him for review. I felt pretty good about it, after all, I learned from Mrs. Hoffpour! He absolutely demolished my report, a bloody red mess I tell you. Over the next year or so Brad taught me skill of professional correspondence one marked up report at a time. I learned the important skill of being able to clearly and effectively "tell the story", something they don't necessarily teach in college. As a service provider, your clients are paying for your time, your work product is all you have to show for your efforts. It should be clean, professional, to the point, and should stand the test of time. Your client should always be left feeling like they got their money's worth. What valuable lessons. At the time, I never knew the effect Brad's attention to detail and mentality would eventually have on me and my philosophy on running Dudley Land Company. Looking back, the lesson he taught me has been the most impactful of my career. Funny story, many years later we hired a contractor at Dudley Land Company. I received an email from him detailing a small project he recently completed for us. It was very well written so called him to compliment his report, through our conversation he told me he learned from one of his first brokers. Any guesses who it was? That's right, Bradley Broussard. Ladies and Gentlemen, that's the thing about a gifted teacher or mentor. They leave their mark on countless students without even knowing it. What a great legacy.

After a short time, I moved on from Brad's shop and ended up in East Texas working for Dudley Land Company. By 2006 the business was booming. Our industry was in dire need of field landmen, and brokers were doing their best to build a workforce on the fly. Tom Dudley, along with others in the brokerage business, created Landman training programs to help educate those entering the land profession. Dudley's version, Energy Force, helped hundreds and hundreds of new field landmen get a solid start in the business. Tom understood and valued the importance of education and invested his time and money into building a program that would help people develop the skills necessary to contribute to the profession. Today, many of Dudley's active Project Managers came through that very program. It certainly made a lasting impact on our company, and others I'm sure. What's the biggest lesson here? The importance of being proactive and deliberate about training, and the great results that come from it. I'm sure we can all safely predict that we will have to train a workforce again, likely in the very near future. Fortunately for us, we have the roadmap to get the job done.

It was during this time, the mid 2,000s, that I began to understand the importance and value of the AAPL. During that time the "Landman" magazine was an invaluable tool to us. Many field landmen didn't have the ability to travel to the seminars being held in the major oil and gas hubs, so the articles were a great resource for field folks to expand and refine their knowledge. I remember disbursing articles to my crews in the field monthly, it was a great way to help further the development of our young workforce. I still have a binder of those early reference articles on a shelf in my office. Over the last 15 years, it has been great to see the AAPL continue to grow its outreach and educational service to its field membership. Things like the expansion of its reference material library, more readily available in person field Landman seminars and the continued growth of its virtual offerings are all very important to its membership. It's safe to say that the field land profession has benefitted most from these actions.

As the landmen of today, we must strive to evolve and expand our profession. It is very important to recognize that, quite simply, landmen do land work. No matter the political environment or what one may think is right or wrong, there is a place for landmen in many different industries. Whether its oil & gas, wind, solar, carbon, geothermal, commercial development, or right-of-way, we must encourage growth and be deliberate about educating ourselves to be of service to whatever industry needs us. I'm encouraged to see the AAPL be proactive about providing educational opportunities in the renewables space by expanding its offerings to the members who has supported the association for so many years. As in-house landmen, brokers & peers must continue to stress the importance of utilizing these offerings to further sharpen our skills. I am optimistic about the future of the Landman and am encouraged to see people broadening their horizons to better represent our profession. Exciting times are ahead for us all.

In closing, I hope my stories lead you to reflect on those special teachers and mentors that have had an effect on your lives. I'm sure today's award recipients have left their mark on many students in some way or another, whether they know it now or not. Who knows, maybe someday a past student will stand behind a podium and tell a story about how they impacted their life in a positive way just as I have done today. Thank you.