



San Joaquin Geological Society

Date: **Tuesday, May 14th, 2024**

Time: **6:00 PM Social Hour**
6:30 PM Dinner
7:00 PM Lecture

Place: **American Legion Hall**
2020 H Street, Bakersfield, CA 93302

PSAAPG Members

\$35 with reservation
\$40 without reservation

Non PSAAPG Members

\$40 with reservation

Full-time Students with ID

FREE!

*** RSVP ***

By: **noon Monday,**
May 13th, 2024

Register online:

<http://www.SanJoaquinGeologicalSociety.org/>

Pay online *or* cash/check at
the door

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Know your Audience: Effective Communication of the Value of Information (VOI) Across Functional Business Units

Presented by: **Heather Stang, PG**

Abstract: The oil and gas industry in California is challenged due to the ever-changing regulatory environment at the state and county levels. To continue value generation, operators must rapidly adapt their strategies to this shifting landscape. A value of information (VOI) approach is being utilized to generate a potential improved return on investment for new drilling programs. This case study focuses on the insights gained from communicating both the VOI of the project and the calculation of the expected value of the information across functional business units.

Biography: Heather began working in the energy industry in 2010 while pursuing her undergraduate studies in geology. She joined Aera as a geologist in 2013 after completing her Master of Science in geology from California State University, Long Beach. Her journey in decision quality (DQ) began in 2019 when she started taking executive education courses from UT Austin McCombs School of Business, earning the Strategic Decision and Risk Management certificate, and the Managerial Leadership certificate, in 2022. Since 2019, Heather has integrated DQ into her daily workflows and is actively working to build DQ skills throughout the organization. Heather is also a certified winemaker and sommelier.

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