



What's in a name?

Simon R. Haynes, CSPG President-Elect

As I write this, it is mid-summer in Alberta. The Calgary Stampede is over, and many people I know are away on extended family vacations (some a lot further afield this year, with the absence of Covid-induced restrictions). It finally feels like life is returning to some semblance of "normal". Oil prices have been at their highest sustained levels since November 2014, and activity in our industry is once again picking up. Change is in the air.

As geoscientists, we understand that change is normal, whether catastrophic or gradual. Looking at the history of our Society, it has always been one of adaptation and evolution.

- In 1973, after nearly half a century, the Alberta Society of Petroleum Geologists voted to change its name to the Canadian Society of Petroleum Geologists (CSPG),
- In 2011, the CSPG Board of Directors (BOD) added the tagline "Canada's Energy Geoscientists" to our Society,
- In January 2021, the CSPG BOD unanimously voted to change the name of our scientific journal to the "Bulletin of Canadian Energy Geoscience",
- In October 2021, the Board of the Canadian Society of Petroleum Geologists met online for its annual strategy session and voted unanimously to investigate the rebranding of the Society.
- On July 6th, 2022, the Canadian Well Logging Society voted overwhelmingly to join the CSPG as a technical division, and,
- The Society's vision is, and has been for many years, "*To be the premier community of energy geoscientists*"

Our organization has demonstrated a strong history of foresight, adaptation, grace under pressure, and most importantly, endurance. The energy industry is cyclical in nature, yet the CSPG has retained a strong, loyal membership base for almost a century. This fall, members of the CSPG will be asked to vote on changing the name of our Society. This is the first of a series of articles and updates that will address this rebranding effort, and what it will mean for the membership.

Over the last decade, the societal pressures we have faced as an organization, an industry, and often individually, to abandon petroleum as a primary energy source have been immense. We all know people and companies who have pivoted their focus to alternative energy sources as investment in traditional oil and gas firms dried up, and layoffs mounted. But consider this - In 1980, the global population was 4.4 billion, and is now projected to hit 8 billion by next year. Instead of engaging in a debate of whether we need "*this-or-that*" with respect to various energy resources, we need to adopt the understanding that our modern world requires "*this-and-that*". In short, we are going to need all of it. And as energy geoscience continues to grow and expand, so will our fields of research, industry investment focus, and future job roles. We owe it to our membership to make the necessary changes to reflect this growth and adaptation. The energy



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transition has been in full swing, hand-in-hand with the CSPG's evolution, for years now, and it is time for our membership to consider a name which better reflects where we are heading.

The new name we are proposing for our organization is the "Canadian Energy Geoscience Association" or CEGA. To provide some background on why this name, we considered each word carefully.

- **Canadian** - retained as a key component of our membership identity, reflecting where we work, study, and live.
- **Energy** – while remaining true to our roots in petroleum, recognizing the expanding focus on alternative resources for our individual and company members, and society.
- **Geoscience** – our technical organization's core scientific branch, which has become increasingly interdisciplinary and inclusive.
- **Association** – reflects our holistic nature as "a group of people gathered for a common purpose" rather than a society.

CEGA is also a natural extension of the CSPG's tagline "Canada's Energy Geoscientists" which we introduced over a decade ago.

Change can be difficult, and we understand that there will be some reluctance to do so. But times and societal attitudes are shifting, particularly with respect to oil and gas. Despite popular perception, petroleum will continue to play a key role in terms of supplying enough energy, and providing reliable security in an environmentally responsible manner, for decades to come. As a technical organization, we will need to provide support to our members for an ever-increasing range of skills.

This fall, you are not simply being asked to vote on if we should change our name. We are asking for your opinion, to fully consider our future direction, and what sort of organization you want us to become. There is much to be gained by reinventing ourselves, acknowledging our legacy, and considering what the next generation of energy geoscientists are going to look like and the skills they will need to succeed.

We have been the Canadian Society of Petroleum Geologists for 39 years. This year, we will decide together whether to continue to display the courage to reinvent our society to reflect the world we serve. We look forward to hearing your opinions, answering your questions as best we can, and seeing where our membership wishes to go.

If you have any questions or comments, please reach out to me at presidentelect@cspg.org

Sincerely,

Simon Haynes

CSPG President-Elect