The Wireline Teachers

When he was a university student, E&P Wireline Senior Field Engineer Rick Doyle could never have imagined he'd return to a campus someday in a big, blue truck with the Schlumberger logo painted on the side.

But that's exactly what happened last November. Rick and several other E&P Wireline Services (E&P) and Wireline Evaluation Services (ES, also commonly just called Wireline) crew members from the New Iberia, Louisiana, and Natchez, Mississippi, districts pulled onto the campus of Louisiana State University (LSU) with two Wireline trucks, ready to log a well. Yes, log a well on the campus.

"LSU has its own set of test wells," Rick explains.

"It's impressive."

Follow General Field Engineer Sang Truong of ES says he was "a little bit surprised to learn there are six wells on campus."

But LSU has one of the most robust petroleum engineering programs in the United States, and what better "tool" for teaching about the downhole side of the industry than actual wells?

"The setup enables students to watch the logging operation," Sang adds. "It's really neat."

According to Darryl Burgoyne, who oversees the wellsites for LSU, this oilfield teaching facility was developed in the mid-1980s and largely focuses on well control training. Schlumberger has been a supporter of the facility since the beginning, with donations of equipment and personnel time.

In 1996, the Gulf Coast Service Center, a support facility for wireline downhole tools and unit restoration, then under the direction of Dave Richardson, donated a renovated and fully functional offshore wireline logging unit to LSU. District managers, including Wayne Finger and Mike Skibicki, did some on-campus teaching in the years following. The current program, bringing Schlumberger Wireline crews and trucks to campus, started 10 years ago.

Arriving at the LSU campus early in the morning, the E&P crew rigged up one truck for logging while ES crew members readied the openhole truck for "show and tell." By midafternoon, the crew members were ready for new, temporary job titles: teachers.

For the next several hours, some 100 LSU petroleum engineering students visited the trucks as part of a unique class curriculum. And it's not just a show and tell for recruiting—the students are actually quizzed on some of the wireline basics taught by the Schlumberger employees.

Dr. Stephen Sears currently holds the title "Professional in Residence" in LSU's Craft & Hawkins Department of Petroleum Engineering, which he previously chaired. The former deepwater development manager for Shell has been involved with bringing Schlumberger employees to the LSU campus for several years.

"LSU is unique," Stephen notes. "It's the only university campus in the United States..."

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—Sang Truong
Wireline ES general field engineer

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that actually has [teaching] wells drilled; there are six, and the deepest one is about 6,000 ft. In this facility we can bring in a logging truck and acquire an actual log.

"As the former instructor of the well logging course, the big incentive for me was to have the students see what it takes to really acquire a log—logs don't just magically appear on paper. I wanted to have them see what the operation is like; what happens in the field when you bring out a wireline unit, rig it up, and log the well."

You think about what students are going to be able to understand . . . points the students can relate to and that are not completely over their heads.”

—Lindsey Harrison, field engineer trainee

The real appeal, Stephen says, is a demonstration that provides "some realism and some actual operational context to the course," helping students see beyond the theories of how logging tools work and how data are interpreted.

And who better to teach about wireline realities than people who work for the company that developed the concept?

E&P Field Engineer Trainee Lindsey Harrison was among the Schlumberger teaching crew. Not long out of school at Georgia Tech, she says she enjoys teaching about the real world of wireline.

"It's cool to know that LSU students can learn this stuff in school and potentially come to work for a company like Schlumberger, and already have a lot of knowledge about the topic."

PROFILE: Schlumberger NAM Recruiting & University Relations

NAM Recruiting has the task of finding qualified people to fill our many openings for field personnel, technical experts, technicians, and support personnel.

Our Schlumberger recruiters are generally people who started with the company in other roles and developed an interest in recruiting along the way. When we visit a university, our focus is primarily on finding solid candidates to become future field engineers, petrotechnical experts, and professionals in our Research, Engineering, Manufacturing, and Sustaining (REMS) organization. But we also recruit for human resources and supply chain roles. Our goal is to promote Schlumberger as an employer of choice at the universities where we recruit. To achieve this objective, our recruiting communications and sourcing focus on close collaborations with staff at targeted universities across North America. I'm often asked why we go to this university and not to that one. It's an excellent question and there is a method to our selection.

Annually, we select universities to visit by weighing six key criteria for an institution and assigning points to it:

- **Hires:** Number of employees hired through recruiting efforts during the past 5 years
- **Attrition:** Success rate for retaining previous recruits through the training period for their particular role or segment
- **Gender:** Percentage of females in the recruit profiles
- **Efficiency:** Number of resumes screened vs. the number of recruits hired
- **Ranking:** Combination of ranking from both US News & World Report and Shanghai University
- **Class Size:** Number in graduating class of the profiled recruits.

We then rank the institutions based on the points delegated to each plus the number of recruits Schlumberger segments have indicated they need. NAM recruiters are assigned from five to seven universities on average and make prearranged visits during career fairs or other campus activities.

For the 2012-13 school year, we selected 61 universities based on the activity forecast for the next 3 years. The 16 highlighted in bold are what we call "ambassador" schools—world-class technical universities and colleges with programs focused on depth rather than breadth. They offer excellent resources for research contacts, new technology developments, and recruitment. The other 45 schools are our target universities. For more information, visit the Recruiting Hub, or contact me.

—Wayne Finger, NAM Recruiting & University Relations manager

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Rick Doyle adds, “It was interesting to talk with the students that came through, asking me questions about all our tools, and a really good chance to display what we do. In college I would have liked to see something like our wireline logging presentation because I’m a hands-on learner.”

ES Operator Mark Chavouzie says he enjoys the opportunity to interact with the students. “It was mostly a telling of what we do,” he recalls. “I like to communicate with people and share ideas.”

While the work and the tools may be comfortably familiar to Schlumberger crews, Lindsey notes that before going to campus, she did a bit of prep. “You think about what students are going to be able to understand, someone who is just learning the geology of the area. You think, ‘OK, they’re going to know what sand is, what shale is, and we can show them what water, oil, and gas look like on our logs’; these are points the students can relate to and that are not completely over their heads.”

A good teacher, of course, needs to be effective. LSU student Davro Clements reports, “It was valuable to have both engineers and equipment operators at the demonstration because these are the people we’ll work with after we graduate and have jobs in the oil field. It was great to have that two-way conversation with them that you do not always get in the classroom.

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I think a lot of students have a misconception that workers out in the field can be hard on someone ‘green,’ but after talking to the engineers and operators you could tell they wanted to answer your questions and help you learn.”

Another student, Courtney Alexander, says, “The demonstration was a pivotal part of my semester. Previously, I learned well logging techniques through slides and textbooks. However, I didn’t have a real understanding of what the equipment really looks like or how it operates until this experience. It changed how I conceptualized wireline operations and improved my performance in the class.”

For Schlumberger, participation in a program like this has both benefits and costs. Of course the company strives for good corporate citizenship, and helping out at a university is a good thing to do.

Greg Scott was involved in the Wireline demos at LSU when he started at Schlumberger 13 years ago, and he is now field service manager for the E&P district in New Iberia. “As a native Louisianan who attended the LSU Shreveport campus, I’m proud to work for a company that supports education like this,” he explains. “I’ve enjoyed helping out with Wireline demonstrations there in the past, and am now more than happy to help out by sending members of our team.”

The real benefit to the company, however, is the increased visibility for recruitment purposes at a school where students are already focused on the petroleum industry.

The cost? “There is absolutely a cost associated with our participation,” says Walt Navoy, the NAM account manager for Shell. Walt is the Schlumberger liaison for LSU and has served on the university’s Petroleum Advisory Board for the past eight years. He explains that the Schlumberger employees are being paid for their time at LSU—it is not an off-work volunteer project.

Alex Albert is the Wireline ES operations manager for the Midcontinent and Southeast basins, and participation in the LSU program comes partially out of his area’s budget.

“One of the things that is really important, both for the districts’ business and for the company as a whole, is that we are looking for talented individuals who are interested in the oil and gas industry and what it has to offer as far as jobs and careers are concerned,” he explains. “My recent focus has been on trying to make sure we pick the right people to come into the company, people who are going to enjoy the lifestyle within Schlumberger. Participating in an event like this allows us to get instant feedback from these potential employees on what they perceive about the company and the industry and what they don’t like about it.”

Such feedback is collected anecdotaly by Alex and other employees who are on hand to visit with the students.

“Like to interact with students and try to find good prospects for future field engineers,” Sang Truong says. “I’ve been working here for four years, so I know the kind of students we are looking for. I try to get the best for the company. A lot of students don’t really know what Schlumberger does.”

From LSU’s perspective, Stephen Sears says the program’s end result is students who better understand the petroleum industry and that student feedback bears that out. “We do have a reputation for practical, hands-on training for our petroleum engineers,” he says, “and this wireline training is a part of it. The students always give good comments about the Schlumberger people giving the demonstration.”

**Beyond Wireline**

Last fall, Schlumberger hosted a multi-segment Technology Day on the LSU campus. The event, coordinated by Recruiter Lia O’Black, included a lunch and a showcasing of Schlumberge equipment, large and small. More than 300 students attended and had the opportunity to visit with Schlumberger people from Pressure Pumping Services, Geoservices, Smith Bits, Drilling & Measurements, Wireline, and Recruiting.