

2016 Energy Symposium – Energy Through Communication

The ADDC Foundation once again sponsored the annual ADDC Conference energy symposium. This year the location of Denver, CO provided a wealth of resources for the speakers.

The presenters who spoke during the Friday Business Meeting session were Anne Carto, Community Outreach Manager for COGA (Colorado Oil and Gas Association), Kathleen Staks, Assistant Director for Energy for the State of Colorado, Aaron Harber, host of “The Aaron Harber Show” and “The Energy Roundtable,” and Barbara Kirkmeyer, a Weld County Commissioner.

All of the speakers reinforced the need to maintain good, open lines of communication within the energy industry and with governments, regulatory agencies, and the public. Improving communications keeps the channels open for two-way dialog and helps to build trust; increasing transparency of federal, state, county, and local governments improves this level of trust as well.

Methods and effectiveness of communications have a huge impact on the ability to relay information. The old-fashioned “hammer approach,” “stealth,” and “rapid fire” don’t engage the stakeholders. Honest and open communication from the industry and governmental agencies is imperative. Around 62% of today’s population gets news through various social media; therefore, it is vitally important to use these channels to share information.

Following the four speakers’ presentations, the members were allowed to ask questions.

In response to: “Do your stakeholders have conflicts with state, federal, local, or other regulations and operations?” Ann responded that the state has primacy over local regulations, and there are statements of understanding with operations, owners, etc. that clarify the limitations and expectations of all parties.

Comments were made regarding the use of natural gas fuel for Weld County school buses and the positive impact of many of the owners/operators throughout Colorado that support education, energy programs, and improving relations with the public.

Additional information can be found on the following sites:

- Colorado Oil and Gas Association:
<http://www.coga.org/>
- The Aaron Harber Show:
<http://www.harbertv.com/index2.html>
- Colorado Department of Natural Resources:
<http://cogcc.state.co.us/#/home>
- Weld County, Colorado:
<http://www.co.weld.co.us/>