

Open letter to the SEG Board from SEG President-Elect Nominees

May 31, 2014

To: SEG Board members;

Regarding: Recent Board decision terminating investment in NS

We were dismayed to learn of the Board's recent decision. This decision to terminate consideration of an NS subsidiary with no forward plan is interpreted in the NS community as a total rejection of the NS strategy developed with the SEG Board's full support over the past 4 years.

The following are some of the strongly held perceptions and opinions in the broader community:

- NS SEG members question if the SEG is the right place for NS geophysics (some members have indicated they will walk away from SEG).
- NS members of the SEG (not just EEGS) anticipated a formal home for NS under the SEG umbrella; this path has disappeared with no alternate given. (Some might argue that a technical section will suffice but the volunteer leadership is not convinced.)
- Backtracking on two fundamental pillars of the negotiated EEGS agreement is interpreted as just an indirect route for termination of the EEGS merger.
- The SEG Board's decision-making process appears flawed; either decisions are being made without regard for outcome or with a demonstrable lack of accurate information and clear communication (poor information management).
- The SEG's ability to manage the message and be strategic in communication of decisions is ineffective. This decision has been on the street for nearly a month with no clear rationale that can be defended by even the staunchest SEG advocates.

As members of the NS Task Force team engaged in attempting to give life to a new era for NS within SEG using an EEGS-NSGS merged entity, we have been engaged in the details and are very knowledgeable of the facts. At times, we were disenchanted with the slow speed of decision making on the EEGS side. In fact, we recommended to the SEG Board last September to move on with the NS initiative without EEGS. The Task Force was then dissolved; subsequently, we were surprised when the SEG Board re-opened the EEGS merger discussion. This was followed by a near unanimous vote to accept the EEGS counteroffer and fund a costly NS Director staff position.

The current about face is thus truly concerning and calls into question the credibility of the SEG as a professional organization. Further, the rationale provided for the abrupt termination indicated cost, subsidiary complexity, and new EEGS demands; these explanations are at odds with facts as we know them.

We feel that the SEG Board may not have been cognizant of the ramifications of its decision; we therefore request the Board to take ownership and proactively show leadership in remediating the damage caused and in rebuilding NS community trust in the aftermath. This request pre-supposes that there is still Board commitment to building a vibrant NS component within SEG!

We both accept that the decision has been made and that we need to move ahead quickly to limit the fall-out. We have been in communication with the current NSGS leadership who have written to President Steeples expressing their concerns and asking for the opportunity to present a plan forward at the next SEG board meeting in August. We strongly endorse this initiative and we trust that the SEG Board will use this opportunity to provide true leadership in the NS area.

Since we are the two President Elect candidates as well as former NS task force members, we feel that we must share these observations and comments with the Board. While some may be disconcerting and debatable, they are the perceptions that we all will need to address moving ahead.

John Bradford and Peter Annan
SEG President-Elect nominees