

Message

From: Streett, Mary [/O=MSXBP/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS [REDACTED]]
Sent: 13/10/2017 21:55:40
To: Morrell, Geoff [/O=MSXBP/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS [REDACTED]]; Ellis, Joe [/O=MSXBP/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS [REDACTED]]; Guinn, Shanan [/O=MSXBP/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS [REDACTED]]; Dempsey, Ray C [/O=MSXBP/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS [REDACTED]]; Sidoti, Elizabeth [/O=MSXBP/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS [REDACTED]]; Stout, Robert [/O=MSXBP/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS [REDACTED]]; Stutz, Rachel [/O=MSXBP/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS [REDACTED]]
Subject: FW: Executive Update | October 13, 2017

From: API President
Sent: 13 October 2017 22:55:34 (UTC) Dublin, Edinburgh, Lisbon, London
To: Streett, Mary
Subject: Executive Update | October 13, 2017

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EXECUTIVE UPDATE | October 13, 2017

Dear API Executive:

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WASHINGTON UPDATE

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UPSTREAM

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MARKET DEVELOPMENT

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MIDSTREAM

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DOWNSTREAM

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Last week, the API Process Safety Site Assessment Program achieved a milestone by completing its 90th assessment conducted since mid-2012 for 30 different companies. These assessments, conducted at refineries and chemical plants, include 57 broad process safety assessments and 33 HF alkylation specific assessments to gauge conformance with API RP 751, Safe Operation of HF Alkylation Units. Seven of the 33 RP 751 assessments were "repeat" assessments, the results of which have shown improved safety performance scores across all the assessed elements. At this point the program has 23 additional assessments scheduled over the next two years. In addition, API is completing its evaluation of conducting assessments at international refineries and chemical plants.

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CONCLUSION

In recognition of our industry's commitment to safety and commendable conduct during the height of the recent hurricanes, the North Carolina Emergency Management Association is recognizing our own North Carolina Petroleum Council Executive Director David McGowan with its prestigious James Buffalo Award. This recognition exemplifies the essential role the industry plays in working alongside state and federal leaders and facilitating needed preparation and response in the face of extreme weather events. The award is presented to "the person outside of the Emergency Management family who has exhibited outstanding support and leadership to emergency management agencies...through any programs or assistance that has enhanced emergency management operations." Congratulations to David for representing the outstanding corporate citizenship that the industry exemplifies, providing just one example of the critical role all our state teams played during recent storms.

Finally, the Power Past Impossible advertising campaign continues to use innovative tools to reach target audiences and grow recognition of the value of natural gas and oil. A couple of notable examples this week demonstrate the campaign's effective use of specialized placements to reach millennials, voters, and influencers online. In a partnership with Vanity Fair, we reached 30,000 of their subscribers through targeted email blasts and tracked their engagement this week with our content on innovations that are helping produce natural gas and oil safely, more efficiently, and with a smaller environmental footprint. In our most recent sponsorship with the Washington Post, we created custom content about three innovators who are using natural gas and oil to make innovations previously viewed as impossible, possible. The article has garnered more than 500,000 impressions. In addition to our successful television

advertising for Power Past Impossible, strategic placements like these are a critical tool of the multi-faceted campaign to illustrate how natural gas and oil enable, empower and improve the lives of Americans every day and increase understanding and favorability of domestic energy development and use. As we leverage promotion sponsorships, new targeting techniques and the latest online tools for our literacy efforts, we will continue to track, measure, adjust and report their effectiveness and our ongoing results to you.

With warm regards,

Jack

Jack N. Gerard
President & CEO

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Jack Gerard, API
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