



## 20Qs 1. WHY FIELDPRO? Truth! 2.WHAT are PTs? Pseudo-Tools (Hype) 3. HOW to Rate? Evaluate!

**1. (T)RUTH: when we say “Do IT Right”, we mean all the facts must be known & acted upon correctly**  
FIELDPRO was created to (1) Handle ALL data (units/formats etc); (2) Interface field users; (3) Analyse reality. Major inadequacies exist (at ALL levels) in Data>Information>Knowledge>Application. Dominant (service) Cos. **prolong shortcomings, despite “lip-service & buzz-words” (with client complicity, often incompetence)** --DESPITE TALENT ELSEWHERE, ONLY TRULY INDEPENDENT GROUPS COULD PRODUCE FIELDPRO. **Temptation to adopt available “Pseudo-Tools” overwhelms clients (with touts who want fast/easy \$\$s):** large sectors of our industry are infiltrated by “Pyramid Tricksters”, entraining increasing numbers in their web. **But FIELDPRO allows our clients to (avoid PTs &) operate properties with far better reserve recovery** using REALISTIC capabilities that allow raw economic evaluation of each proposed (or implemented) process.

**2. (H)YPE: for 30+yrs., we fought “PTs” (in business & life) because of their “scorched earth” aspects:** like retreating armies, their actions hinder (& impoverish) efforts of those who would create REAL opportunities. (Latest “PTs” always claim they’re unique, but they represent only long undistinguished lines of popular deceit) **Examples vary widely (not just O&G) but O&G does attract more than its share of major “con-artists”:** tiny % of O&G revenues is spent on R&D (+ “little R is worth further D & vice-versa” -see also JPT, 10/03, p.22) SOME useful results (e.g., from 3-D seismic) are offset negatively by arbitrary provably wrong “diagnostic tools”. Such “diagnostics” are **crutches**, to “rationalize” bad results: “not our fault --did fine, bad rock, need more tools”. Naturally, those who can’t perform look for excuses, hence the popularity of such charlatans, even if recognized. We showed (e.g., with refracs) that permeabilities can be order(s) higher; some ignore this, especially “victims”.

**3. (E)VALUATION: how do we FIND what is “The Truth”? Using ALL information & knowledge (see 1.).**  
Can there be uncertainties? Of course: the less data we review (& less realistic our tools) the greater the errors! Many will recall famous trials (e.g., murder, like O.J.) in which some people certainly reached wrong conclusions **DESPITE OVERWHELMING EVIDENCE, THAT THEY EITHER IGNORE(D) OR “FAIL(ED) TO UNDERSTAND”.** **Even FIELDPRO cannot force those who crave “complexity & confusion” to accept clear rational ideas:** **DESPITE HOW OFTEN WE PROVE OUR CASE (PRODUCTION, RESERVES), ATAVISM CONTROLS MANY**

**Since such inefficiency (incompetence) & resulting high prices are great opportunities, why fight them?**  
IN FACT, WE PICK OUR FIGHTS CAREFULLY, IGNORING MOST OF WHAT WE ENCOUNTER (“nonsense”). **But we MUST develop teams that can “Do IT RIGHT”, so that we & clients have good options in future.**  
Basic example is our published proven proppant slug method for handling tortuosity, which evades most others - although we have repeatedly employed such techniques with great success, most/all others fail & make excuses. Some sell expensive “Prayer-Tools” but they make it worse (didn’t inform God). Others distort interpretation (even G-fn. & WTA ) -we allow to be done properly. Most ridiculous are efforts to “validate” tools like downhole tiltmeters. **Repeatedly we read “Precise Twaddle, Professionally Tailored” (PT\*\*2) with major costs & poor results,** while practical approaches (like switching to adaptable proven personnel) often are obstructed -maybe too basic? **It is amazing (maybe not, considering “job security communism”) how MANY favor complex over simple!**

WHY NOT JUST EXPLOIT OUR ADVANTAGE? NOT ENOUGH TIME (only to BUILD), EVEN W/24/7 ATTITUDE. So we limit ourselves to those who are interested in REAL success and slowly build progressive groups, who will form the core of future endeavors, especially generating long-term very successful profitable activities for clients. **Which raises the main question: what WE will be doing (long-term); what’s OUR main business strategy?**  
Answers arise in comparison with many other businesses (+historical examples): we call it “creative destruction”. **The more inefficient & intolerable the environment, the greater opportunities, to break out & discover:** rather than keep “uncoiling what’s irreparably twisted”, we’re working on projects with REAL VALUE & big profits. **“WE are profitable”, claim many: sure, so is “Prostitution & Thievery”, legal in some places (sometimes)**

**PROFITABILITY is the PURPOSE, but who GAINS? LIKE MANY WHO SELL “GET POOR QUICK BOOKS”**  
and genius gurus (stock-market bubbles), con-artists always wait, to fake “the next big thing”: we’ll let them WAIT!  
**Care to hear the rest of this story? “Tune in” (quarterly) to “20Qs: (THE) (NEW) (ENE)(RGY) INDUSTRY”**