Publications, Speeches, Interviews et. al.

SCOTT M. SHEMWELL, D.B.A.

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This document provides a listing of publications, speeches, blogs, newsletters, interviews, and other media related activities of the author throughout his career. Most of these items are available in hardcopy, electronically, or links to websites. Contact information is at the end of the document and individual works are available upon request.
Publications

In Print


_______ (2008, July 2). Demographic challenges facing the E&P industry. Hart’s E&P.


http://www.eandpnnet.com/articles/newsAndComments/4241.htm

_______ (2005, November). Taming the Killer App! Upstream CIO.

http://www.energypulse.net/centers/article/article_display.cfm?a_id=1106

http://www.energypulse.net/centers/article/article_display.cfm?a_id=1093


http://www.energypulse.net/centers/article/article_display.cfm?a_id=957

http://www.energypulse.net/centers/article/article_display.cfm?a_id=949


______ (1992). Case Study: Hypothetical Merger between Sun Microsystems and Cray Research—A Financial and Market Analysis of the Possible Merger of these Two Firms. Unpublished manuscript.

Work in Progress


______ (forthcoming). Developing a Digital Energy Implementation Framework. Author

Speaking Engagements

General


_______ (2012, March 22). Overview of Oceanic Environmental. Houston Technology Center; Energy Technology Investor Forum (Upstream Oil & Gas).


______ (2008, October 27). Case Study: Ruggedized RFIDs Utilized in the Gulf of Mexico. 3rd American Institute of Engineers RFID West Conference. Las Vegas.


Board 1999 Supply Chain Management Conference: Creating Alternative Supply Chains for
Competitive Advantage. Chicago.

University of Houston: Doing Business in India—The Texas Connection Conference. Houston.

Offshore and Remote Locations. Proceedings of PetroSat 98: The Future of Global Oil & Gas
Communications Conference. Houston.

Additional Insight into the Year 2000 Business Continuity and Contingency Planning Processes.
Proceedings of the Project 2000 in Oil and Gas: Managing Business Continuity and Contingency
Planning for the Year 2000 Date Change Conference. Aberdeen, Scotland.

Based Approach Towards Year 2000 Compliance for On-Line / Real-Time Systems; Not Just
Discrete Components. Proceedings of the Gulf Publishing 4th International Conference and
Exhibition on Exploration & Production Information Management. Houston.

Techniques for Network and Other Real-time Systems—Knowledge Management; One Approach

_______ (1997, September). The Economic Value of Timely Information and Knowledge, Key to
Business Process Integration Across Boundaries in the Oil & Gas Extended Value Chain.
Proceedings of the Gulf Publishing 3rd International Conference and Exhibition on Exploration &
Production Information Management. Houston.

_______ (1997, June). Strategic Value is Derived By Optimizing Global Organizational E&P
Knowledge. Proceedings of World Oil's Europe Exploration & Production Data Management

Proceedings of the Society of Competitive Intelligence Professional (SCIP) 12th Annual

Exchange Loop between Oil & Gas Service Companies and Exploration & Production Companies:
Data Management Conference. Houston.

International Business - 1995 Southwest Annual Meeting, Houston, TX.

_______ (1994). Organizational Conflict and Dispute Resolution, Proceedings of the 12th Annual
Conference of the Association of Management, 12 (1), pp. 154 - 158.

_______ (1993). Scientific Management and its Relevance for the Knowledge Worker in the
136 - 141.
**Toastmasters International**

Attained the following milestones from Toastmaster International [http://www.toastmasters.org/](http://www.toastmasters.org/)

- Able Toastmaster (1996)—15 speeches
- Competent Toastmaster (1992)—10 speeches

**Web Seminars (Webinar)**


**Commissioned Research, White Papers, Reports**

(Confidential work is not reflected in this listing)

**Research**


[http://ogiresearch.stores.yahoo.net/the-state-of-sems.html](http://ogiresearch.stores.yahoo.net/the-state-of-sems.html)


[http://ogiresearch.stores.yahoo.net/the-state-of-sems.html](http://ogiresearch.stores.yahoo.net/the-state-of-sems.html)


White Papers

Changing the Dialogue Series

Latest Releases


Prior Versions


Other


______ (2012, November 2). Concluding Comments: ECOPETROL Technological Forum on Asset Integrity Management. Bucaramanga


Miscellaneous

______ (2011, January) [Review of Interactive Gestural Game Design and Evaluation using Theatrical Modelling, Handbook of Research on Improving Learning and Motivation through Educational Games: Multidisciplinary Approaches]. Waterford Institute of Technology, Ireland.
Training/Workshops


_____ (1999, Spring). Financial Management (FINA 6330). Houston Baptist University; Executive MBA Program.


Petrolessons
Online Petroleum Training Company http://petrolessons.com/
Shemwell, Scott M. et al. (Post Production). Implementing a Culture of Safety. Two Part Series.

Oracle White Papers


Letters to the Editor
(Comments forwarded to editors – published by the periodical unless so noted)


Book Drafts
(Tentative Title / Work in Progress)

- Chronicles of a 50 Something New Marathoner: The Journey Continues (forthcoming).
- Complex Selling at the Top (forthcoming).
- Oil—DNA of the Silicon Valley (forthcoming).
Software Solutions Developed

- Cross Cultural Negotiation Game
- Supply & Demand Model
- Operations Agility & Resiliency System (Smart OpEX)
- Economic Value Proposition Matrix®
  - EVPM—Free Version (May 2016)
  - Coal Bed Methane Field Development (2008-Present)
  - Digital Oilfield Implementation (2004-Present)
  - Security (2012-Present)
- Mobility Enabled Operational Performance
  - Disaster Recovery (2004-Present)
  - Pipeline Integrity Management (2012-Present)
- Process Risk Simulation Models
  - Disaster Recovery Modeling (2004-Present)
  - Drilling Risk Assessment (2004-Present)
  - Project Management Scenario Simulation (2006-Present)
  - Real Time Control System Y2K Exposure (1997-98)
  - Unconventional Heavy Oil (2007-09)
  - Well Construction Interface Document (2013-Present)

Additional Material

Lunch & Learn Webinar Forum

This is a suite of webinars to be launched in 2018. The goal is to discuss with attendees various contemporary subject matters. They are recorded and available on YouTube.

Blogs

Critical Mass: Value from the RBC Framework

This blog commenced on November 2017 and is expected to be published monthly.


Nuclear physicists define the term, “critical mass” as the amount of fissile material whereby a nuclear reaction is self-sustaining. From that original definition, the construct is further developed along societal and political terms as a function of the environment and number of adopters and their interdependencies that create enough of a consensus for individual actions that sustains an undertaking.

In 1996, the author published the first of several case studies on a societal interaction model based on the Relationships, Behavior and Conditions (RBC) construct among economic actors. Previously the model was only in the domain of academia.

This blog addresses contemporary issues from the RBC perspective and whether in the present state they are sustainable or not. Many readers may be familiar with the “Innovation Adoption Curve.” RBC seeks to enlighten the causality of behaviors that cause movement towards the critical mass that generates movement along this diffusion curve.
2018

- May 27 Are Organizational Governance Models Broken: Why Can't Management Get a Handle on Things?
- April 15 Is Your Digitalized Organization Cybersecure?
- January 25 Organizational Predators: Jackals, Hyenas, and Wolves in Managerial Clothing
- January 10 A New Relationship

2017

- December 22 Excellent Behaviors: Assessing Relationships in the Operational Excellence Ecosystem
- November 28 Precedent Matters: Physical and Cyber Security Materiality

**BTOES Insights**

Invited Contributor—[BTOES Insights](http://www.pennenergy.com/governing-energy.html), the content portal for Business Transformation & Operational Excellence opinions, reports & news.

2017

- November 10 [Assuring Operational Excellence from Contractors and Their Subcontractors II: A Best Practice Model Abstract](http://www.pennenergy.com/governing-energy.html)
- October 20 [Assuring Operational Excellence from Contractors and Their Subcontractors](http://www.pennenergy.com/governing-energy.html)

**Governing Energy**


The second two years, 2014-15 and the first two years, 2012-13 have been compiled into the following books (available as paperback and Kindle):


2018

- May 7 Cyber Governance—Now!
- April 30 Augment Your Reality
- April 11 Is it Real or Is It ...?
- March 27 Gaming Culture
- March 6: IoT Fever
- March 1: To Shale or Not to Shale?
- February 12: Sources and Methods
- January 30: The Old Order Changeth Yielding to Chaos
- January 8: Resolutions

**2017**

- December 12: Atmosphere
- December 6: Contagion
- November 15: Leadership 101?
- November 3: Is Culture Freezing Forward Movement?
- October 18: I Don't Have Time
- October 2: Logged Off
- September 19: A Funny Thing Happened on the Way to Collaboration
- September 5: Collaboration Whips Harvey
- August 21: Rude
- August 10: Proof Positive?
- July 19: Book of Best Practices
- July 6: Culture of Destruction
- June 22: Close the Deal?
- June 7: Bounce Back
- May 26: Collaborative Selling
- May 16: Selling in Today’s Marketplace
- April 27: Digitization Value Proposition
- April 19: Not Alone
- March 30: Codification
- March 7: Fake Data
- February 23: New Truths
- February 14: No Longer Relevant
- January 17: Self-Decision
- January 3: Optimism

**2016**

- December 29: Big Data Revisited
- December 12: Imagine
- November 17: All the Pundits Were Wrong—Again!
- November 9  Pasteur Forgotten?
- October 25  So, What’s the Problem?
- October 11  Contractor Management
- September 22  Importance of Common Nomenclature
- September 6  Memories
- August 17  Rig Up
- August 5  Awareness 101
- July 18  The New Knowledge Management Normal
- July 6  Known, Unknown, Unknowable
- June 29  Cultural Risk
- June 20  What Do We Do Now?
- June 2  Sustaining It!
- May 9  Getting Resilient
- April 25  Going Agility
- April 6  Sharing
- March 22  Determining Value
- March 2  Costs and Productivity
- February 16  Stop Work?
- February 3  Safety Revisited
- January 25  Left Behind
- January 14  A Year for Strong Bond Governance?

2015

- December 18  Quantum Indeterminacy
- December 2  Energy Inflection Point
- November 24  Mediocrity is the Goal?
- November 11  Lost Luggage—A Systemic Risk Management Case Study
- October 20  Cyber Operations
- October 7  Economics, Economics, Economics
- September 22  Preserving Your Culture
- September 2  Big Adversity—Big Prosperity
- August 24  Technology Price Point Changes Everything
- August 4  The New Normal
- July 20  Cultural Simulation
- July 7  The Boomers Have Left the Building
- June 18 - New Systemic Realities
- June 8 - Fat Tail
- May 18 - Bounding the Boundless
- May 4 - On Technology
- April 23 - Titans of the 1940s Today
- April 2 - The Two Key Solution
- March 20 - Drilling Moore
- March 2 - Cultural Collision
- February 20 - Positively Negative
- February 4 - Towards Zero
- January 22 - Is it Different This Time?
- January 2 - Reaffirmation

2014
- December 18 - 2008—Redux
- December 11 - Requisite Variety
- November 25 - Becoming a Part of Speech—Pluses & Minuses
- November 7 - Agile, Resilient, Sustainable Ecosystem
- October 20 - Veterans Administration
- October 6 - Workflow Alignment
- September 22 - Man Machine Codependency
- September 3 - Empty
- August 17 - 100 Years
- August 12 - Culture’s Consequences
- July 18 - Institutional Imprint
- July 2 - Ground Stop Chaos
- June 18 - Price of Failure
- June 3 - What Management Wants to Hear
- May 20 - Culture of Fear
- May 7 - No Newbies!
- April 16 - The Tax Man Commeth
- April 3 - Cultural Sinistery
- March 17 - Sustainability?
- March 3 - Non-Linear
- February 17 - Cyber T
February 4  Maturity Model
January 16  Strength of Ideas
January 2  Into the Breach

2013

December 16  Reflection
December 2  A Jury of Your Peers
November 18  Social Media Goes BC
November 4  \((Ax = b) > C^4\)
October 16  Don’t Nuke It!
October 2  Discipline
September 17  Strong vs. Weak?
September 3  Culture as Philosophy
August 16  Crossing the Cultural Transformation Chasm
August 3  The Guns of August
July 18  Dilemma
July 2  Sending the Message
June 17  Big Data: Ethics and Morals
June 3  Demons Among Us
May 16  Pocket Change
May 2  Repetita Placent
April 16  It Must Be Spring
April 2  A Fool’s Errand
March 18  Tulips
March 4  Branching Consequences
February 18  Safety Board
February 4  Checking Doctors
January 17  Governing Europe
January 2  Renewal!

2012

December 17  A Perfect Match
December 5  Acculturation
November 19  What a Difference a Year Makes
November 5  From Desktop to Hardhat
October 19  Safety, Safety, Safety
October 4  IV&V
September 17  It’s the Data, Stupid!
September 4  It’s Complicated
August 16  Yadadamean
August 2  Flaps & Slats
July 18  Stop Work!
July 5  The Iceberg Principle
June 16  Virtue, Liberty, & Independence—At Risk?
June 2  The DC-10: A Cautionary Tale
May 16  Trust but Verify
May 2  Road Map
April 16  Centralized—Decentralized
April 2  Full Faith and Credit
March 16  Millennials Arrive
March 2  Inflection—Reflection
February 17  Sergeant Schultz 2.0
February 2  All Hands!

Other
From time to time, we have been featured in miscellaneous blogs or other online publications. These are featured here.


Podcasts
Beginning in 2018 we launched a Podcast Series about topical business issues of the day. This is an extension of our Blog Series.

YouTube
Subscribe to The Rapid Response Institute Channel.
https://www.youtube.com/channel/UCdzXiDX44Hn-Ue_n9d9WTFQ
Newsletters

Executive Briefing—Business Value from Technology
Publisher/Editor/Writer, -Monthly newsletter on current knowledge management issues, 2002—2005.


2005
- December Pending Fury
- November Kids are Smart—Adults Aren’t
- October Evacuation!
- September Leadership—In the Face of Adversity
- August On the Ground
- July Operations, Operations, Operations
- June The Corporate Bar is Raised
- May Change Happens, or Does it?
- April Capturing Organizational Performance
- March 18th Century Answers to 21st Century Problems
- February Eaten by Your Young
- January Futuristic Decision Making

2004
- December Security Integration
- November Governing Value
- October Flight of Fantasy
- September Reality Bites: Transparency Transforms Corporate Practices
- August Predators
- July Working Over IT
- June Managing Ambiguity
- May Process Uncertainty
- April Knowledge as an Ecology
- March Booming Exodus
- February Calculus of Value
- January The Lesson of the Chessboard

**2003**

- December: Those Guys Were Pretty Darn Smart
- November: Selling the Dream
- October: Death of the Big Bang Theory
- August: Isn’t IT Risky?
- July: Mitigating IT Risk Through Portfolio Management
- June: The Flight of IT
- May: Enhancing Shareholder Value: Risk Management in the 21st Century
- April: Access to Capital
- March: Operational Integrity Equals Operational Excellence
- February: Security, Security, Security
- January: Too Much Information – Not Enough Satisfaction

**2002**

- December: Disruptive Technologies – Out of the Box
- November: Asleep at the Helm
- October: Life is Like a Linear Program
- September: Separate But Equal
- August: Profitability in a Down Economy
- July: Sleepless in the Board Room
- June: Can IT Generate a Return on Capital?
- May: Managing Your IT Portfolio
- April: A Choice of Options
- March: Lessons from the Front
- February: Economic Theory Supports E-Business Model
- January: Critical Issues Facing the Energy Traders
New Millennium News


1999

- September Continuing Discussion on Productivity
- August Moving Into the Knowledge Millennium
- July Economics of Networks
- June 24 Keeping Your Options Open
- June 1 It Ain’t Over Til it’s Over!
- May 17 The Public Relations Opportunity of the Century – guest author, Alice Brink
- May 3 Is There Life After Y2K?
- April 15 Legal Implications of Y2K – guest author, Ed Carstarphen
- April 1 It’s Not the End of the World. But It’s No Joke Either
- March 15 Go Con-figure
- March 1 Be Careful of What You Prepare For
- February 15 The Games People Play
- February 1 Y2K: Life or Death?
- January 15 Corporate Correspondence Catch 22
- January 4 The Rubber Meets the Road (Triage)

1998

- December 15 Testing, Testing, and More Testing
- December 1 Fixing Software Bugs – Reality vs. Hype
- November 16 Your Supply Chain – A Different Perspective
- November 2 Process Simulation – Additional Insight for Risk Mitigation
- October 15 Wall Street Provides A Precursor to the Year 2000 Problem
- October 1 Year 2000 Risk Mitigation for the Petroleum Industry

Contributions


Y2K Impact on Shareholder Value, Senior Executive Breakfast Briefing, January 1999.

New Approaches to Knowledge Management for the Public Sector—Material provided to Congressional Quarterly for an article. 1999.


Ghost Writer—Competing on knowledge—Integration from oilfield to office. Knowledge Management in the Oil & Gas Industry • London, February 1997.


Hewlett Packard Internet Discussion Group—Denver, November 12, 1996.


 Head of Line of Business featured in Halliburton 1993 Annual Report.

**Interviewed / Quoted by Various Media**

(* material used but not quoted directly):

- **Chemical Week.** Mullin, Rick. (2002, July 24). – Vendors Position Broad Products in a Narrow Market
 American City & County. Cain, Christina. (1999). Y2K IV&V.


ProfNet Technology Briefs. (1998, October 13). Oil and Gas Industry at Risk from Y2K.


Miscellaneous Press Clippings
(Reference Activities directed by Shemwell):

Numerous Wescorp Energy, Inc. related media and investor material (see below). (2006 – 2008)


Misc. Other

Endorsements


- RFID survives deepwater test, Offshore – May 7, 2008
- Wescorp Energy proves RFID tags are sea(floor)worthy, RFID News – May 5, 2008
- Wescorp Energy proves seafloor-capable equipment tracking technology, Offshore – May 2, 2008
- Wescorp Energy to Streamline Heavy Oil Field Operations, Rigzone – March 5, 2008
- System keeps track of oil field equipment, Oil & Gas Journal – December 17, 2007
- Wescorp Energy Unveils Solution To Locate, Track Oil-field Equipment, Petroleum Africa Magazine – November 12, 2007
- Wescorp Energy unveils gas management program, Offshore Magazine – October 1, 2007
- Wescorp Energy Announces Gas Management Solution to Enhance Field Operations Web Services Journal – October 1, 2007
- Wescorp Energy Acquires Strategic Decisions Sciences, Upstream Technology – October 2007
- Recent Financings: Wescorp Energy, Oil & Gas Investor This Week – September 17, 2007
- M&A News: Wescorp Energy Inc. Oil & Gas Investor This Week – September 10, 2007
- Strategic Decisions to merge with Wescorp, Houston Business Journal - September 5, 2007
- Strategic Decisions to merge with Wescorp, MSN Money – September 5, 2007
- Wescorp Energy acquires Houston engineering firm Strategic Decisions Sciences, Oilweek Magazine – September 5, 2007
Contact

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www.theRRinstitute.com

Resume is available at
http://www.linkedin.com/in/scottsh