



Energy Futures

Special GPS energy education program puts stock in today's youth

By Hitch Staff

**young
GLOBAL
PETROLEUM
SHOW**

FUTURE OF ENERGY

Our scheduled coffee meeting just happened to coincide with a significant birthday, one that marks the initial burst of wet natural gas from the Dingman No. 1 well way back in 1914. That gusher—in Turner Valley, just south of Calgary—marked the birth of Alberta's first commercial oilfield and led to Calgary becoming the headquarters of the Canadian oil industry. And now, 104 years later, we can meet for coffee in Calgary's downtown, which is still home to Alberta and Canada's global energy businesses.

Rather than looking back in time, however, Damarys Zampini is definitely looking to the future. A bundle of energy herself, over coffee Damarys shares her plan for this year's Global Petroleum Show (GPS). The show's theme is Celebrating the Future of Energy and Damarys is definitely concerned about what kind of energy industry we are leaving to our children.

A mom herself, she is passionate about inspiring the industry's future leaders. "My mission is to educate the kids, and inspire them to create the next generation of energy. That's what

I want. I don't care if they love oil sands, or they love gas, or they love oil, or if they only like solar, they need to look at everything and understand."

Damarys is amazed at how so few people really understand how the oil and gas industry contributes to our standard of living, a good part of our GDP, etc. She became aware of how little kids knew about the energy industry and is now scheduled to lead the inaugural Young GPS at the 2018 GPS (which happens to be celebrating its 50th birthday).

"They need to know that [it's possible] to actually steer a drill bit by joystick from an office. They need to know that [Canada is] actually the most regulated [energy industry] in the world: financially, ethically and [operationally]. They need to know that about five of the Alberta Energy Regulator directives are utilized in 50 different countries. We are so good at regulating that we have the world coming to us saying 'hey, how do we develop our resources, how can we use your framework to be as good as you.' We need to play to our strengths."

Could Canada, or any other country, just shut off the fossil fuel taps and go cold turkey into renewables? Damarys doesn't think so: "It will never happen, it's impossible." It's actually projected that growth of the global energy mix (including renewables) in the coming years will require millions of tons of oil equivalent. "So yes, we need to [move toward using more renewables] but it doesn't get there by itself. We need to have a good transition where we can explain to our kids...what's true."

Do today's kids understand that the energy sector contributes \$12 billion per year to government revenues; that it is Canada's largest single private investor (forecast to invest \$45 billion in 2017); contributes nearly one-third of Calgary's GDP; and provides 533,000 Canadian jobs? Do they know that despite Canada's wealth of oil and gas, the country buys oil and gas from Saudi Arabia, Africa, and Venezuela? Do they know that our neighbour to the south is not just a customer but a major competitor? And competitively, if Canada isn't selling resources to the world, some other country will be?

Damarys recognizes these realities and stresses again that the goal is to inspire kids, not to persuade them to one energy source or another but to learn and be exposed to as much as possible so they can make responsible and well-advised choices and can take the energy business to the next level in their lifetimes. As she says to her own kids, "have opinions, but make sure they are informed opinions."

Damarys' Young GPS includes 50 students,

challenge-based, hands-on learning experiences that connect the school curriculum to the real world in tangible and meaningful ways."

After an orientation session and lunch, students will have an interactive tour and then test their knowledge in a scavenger hunt. A line-up of industry professionals will cover industry subjects such as geology, regulation, blockchain and cryptocurrency mining, geothermal, environmental, fracking and renewables to name

youth to collaborate so they can share ideas. She'd like to see online resources (about the energy industry and careers) that would allow kids to explore and interact.

"Meaningful and memorable" is Damarys' goal. If we can get kids excited about energy, it might not be a natural gas gusher like Dingman in 1914, but these kids will likely witness or be a part of some momentous discovery in their energy future. ■

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between the ages of 8 and 17, for an afternoon at the show. These top-performing students in science, technology, engineering, and mathematics (STEM) have been invited to join the one-of-a-kind program.

STEM Learning Lab believes "...that children learn best when they are engaged in fun, chal-

a few. A Q&A session for the students will follow, and then it will be their turn to take and share their experiences with their classmates and families.

But it doesn't end there. Damarys would like to see a condensed program built that can be shared after the show, both online and at future events. She sees a foundation being formed for



Damarys Zampini has more than 20 years of experience in oil and gas and is now President and CDO of Sustainable Strategy Solutions Ltd., and the driver behind Young

GPS. Her company helps energy clients with "unconventional" approaches to sustainable, positive growth and metric-driven results.

Damarys is also a long-time director and founding member of the Board for Calgary Women in Energy (CWIE) and she was recently elected to The Board of CCA-Alberta (Canadian Council for The Americas). Giving to community is key and Damarys has a passion for applicable education, especially with youth and the energy sector.

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