

# LAND MARK

**UNIVERSITY PARTNERSHIP  
PROGRAM**

**1991  
UNIVERSITY PARTNERS  
RESEARCH CONFERENCE**

APRIL 25 & 26  
MARRIOTT BROOKHOLLOW  
HOUSTON, TEXAS

## **"Landmark and the future of Oil and Gas Exploration"**

H. Roice Nelson, Jr.  
Staff Geoscientist  
Landmark Graphics Corporation

At last year's University Meeting, in February of 1990, my comments revolved around the crisis occurring in geoscience education. Our keynote speaker, Bob Sneider, and several of the professors attending pointed out that, although they agreed with the problem, the solution requires much more than changing tenure and cutting university overhead. A reasonable conclusion is that Landmark should just keep doing what it has been doing.

Because the sciences we work with are so exciting, it seems logical that we can find a way to share this excitement with potential geoscience students. As anyone who thinks about it realizes, oil and gas exploration and production touch every part of our modern civilization. This past Monday a young man who has dropped out of high school and I took a canoe trip down the Colorado River near Columbus, Texas. Bank erosion show beautiful examples of point bar depositional systems, as well as sheet gravel deposits, which provide the basis of one of the primary industries of Colorado County. Given that the kind of images a Landmark workstation can make are shown to students, along with a reasonable explanation of the economic impact of properly understanding what is beneath the ground we stand on, surly geoscience departments can attract the funds, professors and students required to train the next generation of geoscientists. These kids have the potential to start turning Mars into a new home for mankind, and the foundation which that work will be built on is understanding Martian geology. Closer to home it is well documented that there is no recognized energy alternative to hydrocarbons for the next 40 years. We need the best expertise available to find this energy which our society requires.

Landmark has been providing equipment, software, training, projects, and dollars that can help make a difference. As stated last year, Landmark announced its commitment to universities at the Houston SEG convention in 1986, almost five years ago. This commitment has been renewed each year since then and has consisted of investing at least \$1 million in interpretation systems in universities as grants, discount purchases, scholarships and internships. To again help compare this level of commitment to what other companies have done to help alleviate the crisis in geoscience education, note that Landmark's investment was 9% of total revenues for fiscal year 1986 when we started the program, and 6% of total revenues for fiscal year 1987. This was a significant risk for the company, and it can be

justifiably argued that there has not been a return on the investment yet. It seems that there is about an eight year cycle from starting something new to it becoming accepted and widely used. I am personally convinced that the university partnership program is important and believe it will provide a significant return on investment over the next few years. It has been said that out of small things proceedeth that which is great. We are the people that are making those changes, interpreting how technology helps society.

Hermeneutic:      Technocrats bring social change  
                         With a profound duty to translate  
                         Technology for the wide range  
                         Of common needs, so very great.

Today Landmark's University Partnership Program is working with 24 university groups at 22 universities primarily through discount purchases and grants. Up to this point the program has been somewhat limited by the constraint of hardware and maintenance costs. With the new software grants that Dennis announced this will no longer be a limitation. In fact there have already been 6 software grants so far this year. However, there still are concerns. One of the most serious is training, support and maintenance. Therefore there will not be grants unless we are assured that training and support will be available.

It seems logical that participants in the university partnership program would form an informal support network. In some cases, like the Global Basin Research Network, the framework is already in place. Once students at one university are trained, support and training can be a matter of rotating students between universities to train other students. It might be that there would be regional university support and training centers established in Australia, on the West Coast, in the Rocky Mountains, in Texas, in the North East, in England, etc. This is not well defined and your suggestions and input are requested. The bottom line is universities need to use interactive interpretation technology to solve geoscience problems and to excite students about career opportunities.

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## MEMORANDUM

**DATE:** April 9, 1991  
**TO:** Distribution  
**FROM:** Dennis McMullin  
**SUBJECT:** University Partners Research Conference

You are invited to attend the University Partners Research Conference to be held April 25 and 26, 1991 from 8:30 a.m. - 4:00 p.m. at the Brookhollow Marriott Hotel located at Loop 610 and Hwy. 290 (map attached).

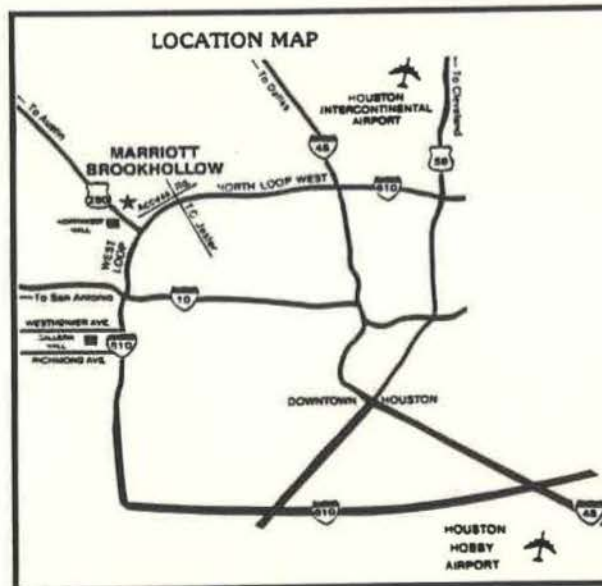
The keynote address on Thursday morning will be:

**"Migrating Computer Mapping From The Domain Of  
Experts To The Domain of Explorationists"**

to be delivered by Jim Downing of Landmark/Zycor.

There will be a reception on April 25, 1991 following the first day of the conference. The reception will be held from 4:00 p.m. - 6:00 p.m. salon B & C of the main ballroom.

If you have any questions, please call me at 713/579-4760.



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