

**2022-23  
ANNUAL  
REPORT**



## OFFICERS

President: Carl D. Campbell, CPL  
First Vice President: J. Brooks Yates, CPL  
Second Vice President: Michelle L. Phillips, CPL  
Third Vice President: Michael A. Pisciotte, CPL  
Treasurer: Austin N. Frye, CPL  
Secretary: Kelly Kessler, CPL  
Immediate Past President: James T. Devlin, CPL

## LOCAL ASSOCIATION DIRECTORS

### REGION I

Ark-La-Tex: Paul Wood, CPL  
Baton Rouge: John Bullock, CPL  
Lafayette: Richard A. Hines, CPL  
Mississippi: Wesley T. Day, CPL  
New Orleans: Benjamin J. Waring, CPL  
Southern Appalachian: Dan Kostrub

### REGION II

Michael Late Benedum: Britney A. Crookshanks, CPL  
Michigan: Russell Shinevar, CPL  
Tri-State: Jess A. Rowe, CPL

### REGION III

Dallas: Brian K. Tolson Jr., CPL  
East Texas: Lucy Wathen, CPL  
Fort Worth: Michael "Mike" B. Gregory, CPL  
North Texas: Terry P. Caves, CPL

### REGION IV

Austin: Kyle Dubiel  
Corpus Christi: Nicole Maxwell, CPL  
Houston: Christine J. Touchstone, CPL  
North Houston: Travis W. Beavers, CPL  
San Antonio: Benjamin Holliday  
West Houston: Curtis D. Horne, CPL

### REGION V

New Mexico: Jared A. Hembree  
Panhandle: Bruce E. Payne, CPL  
Permian Basin: Clay Whitehead, CPL

### REGION VI

Fort Smith: Griffin Hanna  
Oklahoma City: Robert Rice, CPL  
Southern Oklahoma: Lars Noble, CPL  
Tulsa: Denton Smith, CPL  
Wichita: Will Boone, CPL

### REGION VII

Denver: P. Kelly Muldoon, CPL  
North Dakota: Kate Black  
Montana: John R. Lee, RPL  
Wyoming: Cameron Corbett, CPL

### REGION VIII

Bakersfield: Christin L. Faber, RPL  
Los Angeles: Jason M. Downs, CPL  
Nevada: Adam B. Stellar, CPL  
San Juan Basin: Matthew Gray, CPL  
Utah: Robert H. Wilson III, RPL

### REGION IX

Canada: Janice Redmond  
Canada: Shaun Williams

### REGION X

Alaska: Jason Lyons, RPL

## COMMITTEE CHAIRS

Accreditation: Douglas "Doug" M. Pearlman, CPL  
Annual Meeting: Wendy G. Dalton, CPL  
Awards: Julie E. Woodard, CPL  
Bylaws & Policy Manual Review: Benjamin Bryan Holliday  
Certification: Amy L. Gwyn, CPL  
Council of Past Presidents (COPP): Jack C. Richards, CPL  
Education Annual Meeting/Seminar: Hunter Buchert, RPL  
Education Development: Christine J. Touchstone, CPL  
RPL/CPL Education Committee: Damon R. Weger, CPL  
Ethics: Nancy C. McCaskell, CPL  
Field Landman: Robert "Tres" H. Wilson III, RPL  
Finance: J. Brooks Yates, CPL  
Forms: Douglas B. Schmidt, RPL  
Governmental Affairs: Mark A. DeVrient, RPL  
Membership: Mark B. Eppes, CPL  
Mentorship: Doak M. Worley, IV  
NAPE Advisory Board: T. Grant Johnson, RPL  
NAPE Operators Committee: David R. Cape, CPL  
NAPE Management, LLC: Carl D. Campbell, CPL  
Nominating Subcommittee: Lester A. Zitkus, CPL  
Publications: Stephanie Rex Gannaway, CPL  
Strategic Planning: J. Brooks Yates, CPL  
Technology: Jerris E. Johnson, CPL

# FROM THE PRESIDENT & EVP

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## ANNUAL REPORT – CAMPBELL & ZEIMETZ

In 2022-23, AAPL volunteers and staff worked together on strategic initiatives aligned to reach our goals approved by the board of directors earlier in the year. The team achieved extraordinary results benefiting the AAPL membership.

We are grateful of those who support us in our mission and with their help, we have completed many projects this year. The list is too long to share, but some of the highlights include:

- : Governor Abbott signed AAPL Bill 604 expanding landman protections in Texas.
- : Developed multiple white papers and letters to support the industry.
- : Created special Government Affairs content regarding the midterm elections and more than 418 pages of original content, along with continuously updating the Bill Tracking Summary spreadsheet with 35 pages of snap bill summaries and bill links.
- : Developed an outreach video titled *The Path of the Landman – Powering the World* to help tell the historical and hopeful story of the land professional and energy industry. The video is available on AAPL's YouTube channel.
- : Implemented a new Forms platform with a nominal fee for premium access.
- : Elevated AAPL's voice in the energy industry through regular communication.
- : Launched our Renewable Energy Certificate Program.
- : Expanded education offerings to include more renewable topics.
- : Instituted a comprehensive plan for expense reduction and income enhancement to ensure the long-term financial sustainability of the association.

We want to thank our volunteers, professional staff, board members and local associations who all stepped up to serve our members this past fiscal year. We are extremely grateful for all your efforts. Thank you!

The following pages in this annual report provide additional information on our activities this past fiscal year. We look forward to serving our members in the year ahead.



**Carl D. Campbell, CPL**  
AAPL President 2022-23



**Greta Zeimetz, DBA, CAE, SHRM-SCP**  
AAPL Executive Vice President

# FINANCIAL POSITION



## CONSOLIDATED STATEMENT OF FINANCIAL POSITION:

Excerpted from AAPL Audit Report FYE June 30, 2022: Year Ended June 30, 2022

### ASSETS:

Cash and Cash Equivalents . . . . .	\$5,254,415
AR, Prepaid and Other Assets . . . . .	745,926
Property and Equipment, Net . . . . .	4,621,626
Long-Term Investments . . . . .	45,842,167

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**TOTAL ASSETS: \$56,464,134**

### LIABILITIES AND NET ASSETS:

#### LIABILITIES

Accounts Payable . . . . .	\$759,323
Accrued Expenses . . . . .	200,244
Unearned Revenue . . . . .	1,314,207
Unearned NAPE Fees . . . . .	968,098

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**TOTAL LIABILITIES . . . . . \$3,241,872**

#### NET ASSETS:

Without Donor Restrictions . . . . .	
Undesignated . . . . .	\$52,338,438
Designated . . . . .	135,724
. . . . .	52,474,162
With Donor Restrictions . . . . .	
Time-Restricted For Future Periods . . . . .	\$700,000
Purpose restricted . . . . .	3,100
Perpetual In Nature . . . . .	45,000
. . . . .	748,100

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**TOTAL NET ASSETS . . . . . \$53,222,262**

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**TOTAL LIABILITIES AND NET ASSETS . . . . . \$56,464,134**



## CONSOLIDATED STATEMENT OF ACTIVITIES:

Excerpted from AAPL Audit Report FYE June 30, 2022: Year Ended June 30, 2022

### REVENUES AND OTHER SUPPORT W/OUT DONOR RESTRICTIONS:

Membership Dues .....	\$1,373,553
NAPE Expo .....	7,500,100
Certification Fees and Dues.....	78,800
Educational Seminar Fees .....	408,292
AAPL Annual Meeting .....	310,770
Advertising.....	208,646
Contributions.....	160,375
Royalty Income .....	51,916
Investment Income, net of fees .....	477,317
Other .....	21,196
Gain (Loss) on Sale of Assets .....	(4,642)
Realized and Unrealized Gain (Loss) on Investments .....	(5,871,941)
Gain on debt extinguishment .....	620,400
Net assets released from restrictions .....	100,000
<b>TOTAL REVENUES AND OTHER SUPPORT W/OUT DONOR RESTRICTIONS .....</b>	<b>\$5,434,782</b>

### PROGRAM AND SUPPORT SERVICES:

Salaries and Benefits .....	\$4,200,379
Advertising.....	151,696
Amortization.....	46,480
Bad Debt .....	15,283
Bank Fees.....	323,153
Depreciation .....	154,864
Distributions .....	20,904
Events.....	156,356
Grants and Other Assistance .....	419,718
Insurance .....	148,748
Meals and Entertainment .....	272,878
Meetings and Conferences.....	2,410,817
Miscellaneous.....	24,364
Professional Fees and Services .....	583,796
Property Taxes.....	74,595
Printing.....	352,262
Repairs and Maintenance .....	102,032
Software and Technology .....	370,556
Supplies and Other .....	621,633
Taxes.....	25,525
Training and Development.....	23,518
Travel .....	423,882
Utilities .....	96,899
<b>TOTAL PROGRAM AND SUPPORT SERVICES.....</b>	<b>\$11,020,338</b>

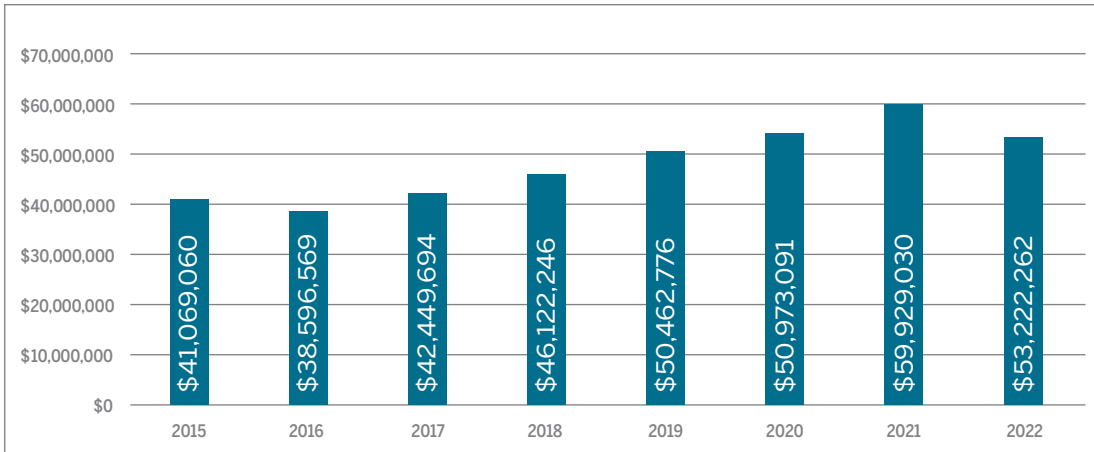
### REVENUE WITH DONOR RESTRICTIONS:

Contributions.....	3,100
Net assets released from restrictions .....	(100,000)
<b>CHANGE IN DONOR RESTRICTIONS:.....</b>	<b>\$(96,900)</b>
Change in Net Assets .....	(5,682,456)
Net Assets at Beginning of Year .....	59,929,030
Partnership contributions (distributions) .....	(1,024,312)
<b>NET ASSETS AT END OF YEAR .....</b>	<b>\$53,222,262</b>

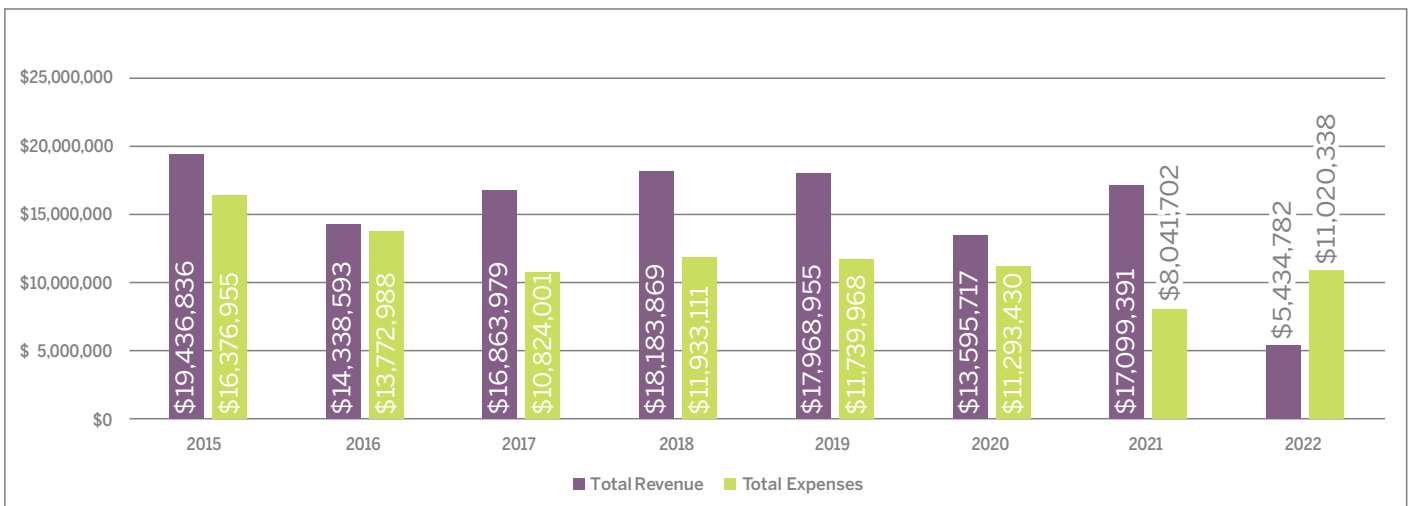
# FINANCIAL LOOKBACK



## AAPL CONSOLIDATED TOTAL ENDING NET ASSETS 2015-22



## AAPL CONSOLIDATED REVENUE AND EXPENSES 2015-22



# MEMBERSHIP REPORT



## STATISTICS FROM LANDMAN LEARNING — AAPL'S NEW LEARNING MANAGEMENT SYSTEM

**11,874**  
Number of  
CEUs Earned  
in FY2022

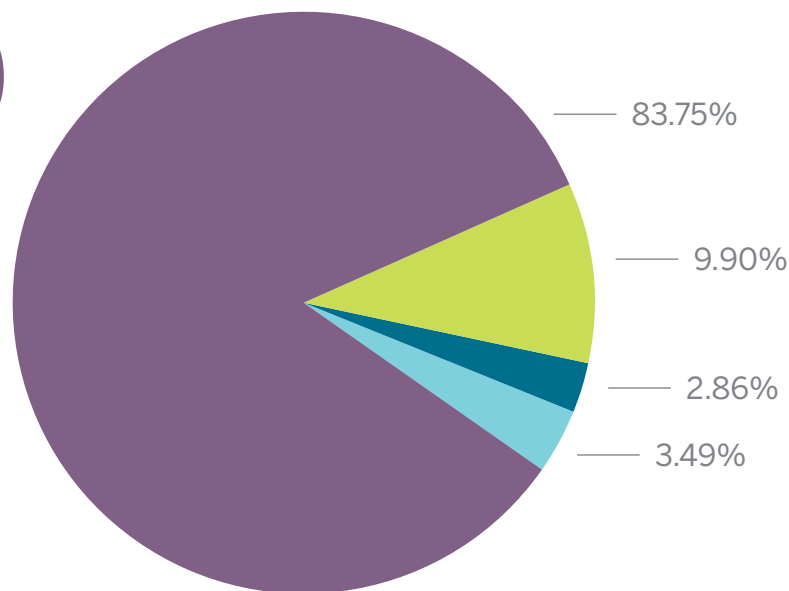


**3,575**  
LMS Learners

**5,310**  
Total LMS  
Registrations

Total  
Membership  
**11,789**

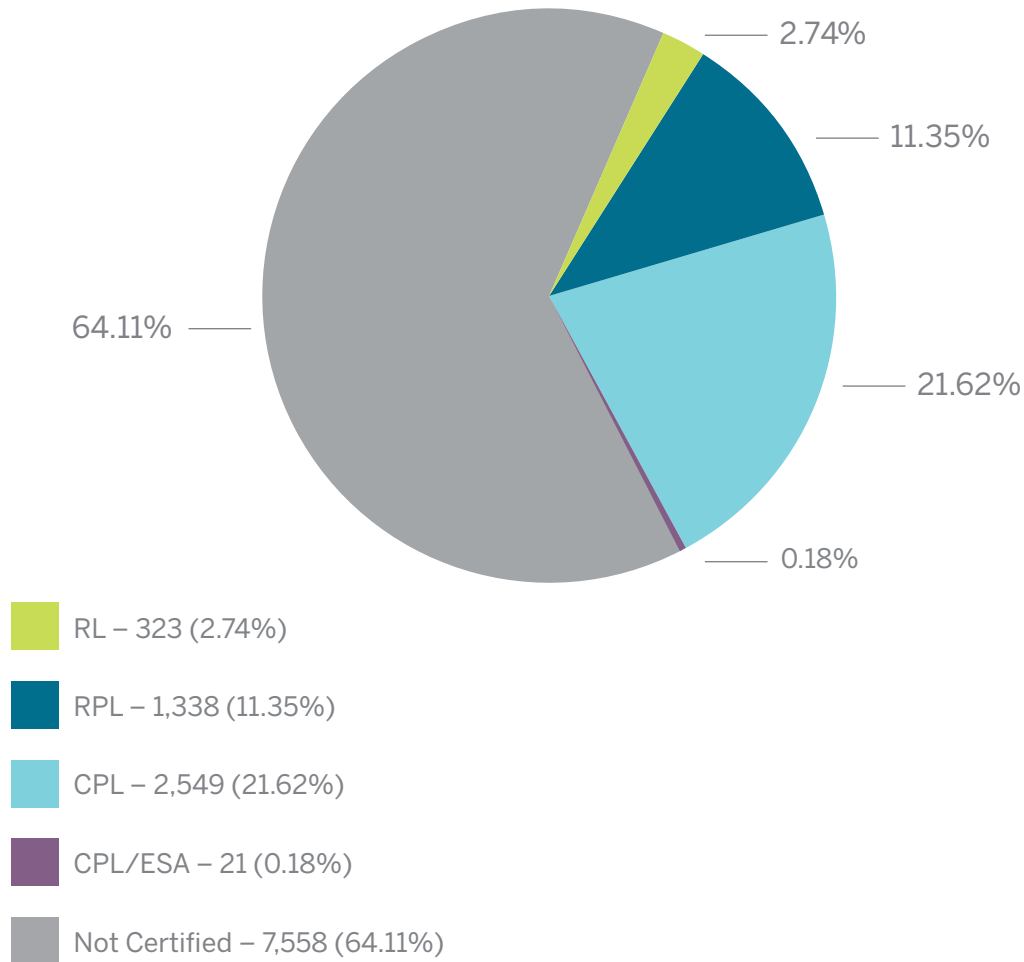
- Active: 9,873 (83.75%)
- Associate: 1,167 (9.90%)
- Senior: 337 (2.86%)
- Student: 412 (3.49%)



# CERTIFICATION REPORT



## CERTIFICATION BY TYPE



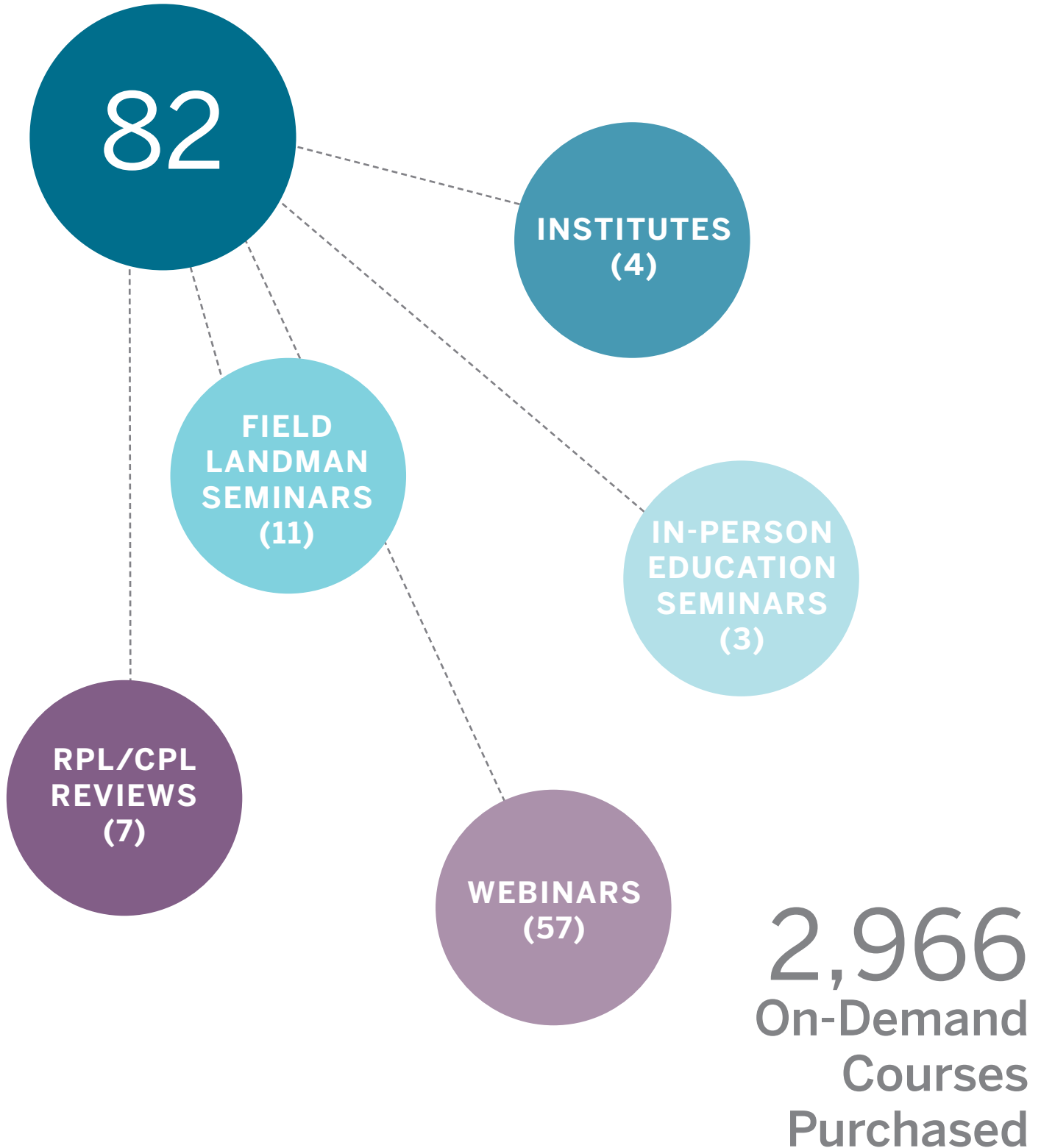
## TOTAL APPLICATIONS APPROVED







## TOTAL EDUCATIONAL OPPORTUNITIES





## ADVOCACY (LEGISLATIVE, REGULATORY AND JUDICIAL):

- ▶ AAPL-sponsored Texas legislation, SB 604, signed into law by Gov. Abbott. The bill expands protections for landmen working in Texas to include the AAPL adopted definitions and updates current law to include work in renewables, geothermal, hydrogen and even yet unknown energy sources. These protections extend to unauthorized practice of law exemptions, independent contractor recognition and franchise tax carveouts.
- ▶ Delivered multiple AAPL president's letters to President Biden, the U.S. House of Representatives and U.S. Senate leadership, the U.S. Department of the Interior, the U.S. Department of Energy and the U.S. Department of Environmental Protection on issues ranging from federal on- and offshore leasing, the Strategic Petroleum Reserve drawdown, methane emissions policies and strongly expressing our support for traditional domestic energy production, as well as renewables and an all-the-above domestic energy strategy.
- ▶ Joined national and regional partner energy groups, such as the Independent Petroleum Association of America, American Exploration & Production Council, the Texas Independent Producers & Royalty Owners Association, Texas Oil & Gas Association and Western Energy Alliance, among others, to promote and support advocacy campaigns and stakeholder outreach to protect a landman's right to work and support the energy industry.
- ▶ Supported the successful effort in conjunction with the California Independent Petroleum Association and Western States Petroleum Association to stop passage of California SB 556, a bill that would have allowed Californians who developed serious illnesses to hold oil drillers liable if they lived, worked or attended school within 3,200 feet of oil drilling and if the company did not use the "best technologies" to mitigate risk. The bill would have also shifted the burden to oil and gas companies, rather than plaintiffs, to prove their case in court.
- ▶ Continued coordinated advocacy efforts with the Professional Certification Coalition to advance legislation in the U.S. Senate that will provide AAPL members with reimbursements for costs associated with professional certification and stopping any state legislation seeking to require landman licensing.
- ▶ Provided members with critical federal and state regulatory updates and opportunities to comment on proposed rulemaking from the EPA, Interior Department, U.S. Securities & Exchange Commission, California Air Resources Board, Colorado Oil and Gas Conservation Commission, New Mexico Environment Department and Texas Railroad Commission.
- ▶ Assisted members with inquiries for regulatory and legal intervention, including reviewing requests for AAPL amicus briefs in cases involving leasing, royalty allocation disputes and employee misclassification claims.
- ▶ Tracked, analyzed, and reported on a record number of bills for members, provided biweekly governmental affairs bill tracking snap bill summaries and published biweekly governmental affairs reports for members on monitored legislative, regulatory and judicial matters – totaling hundreds of pages of content available exclusively for members.

# AAPL MARKETING HIGHLIGHTS



- ▶ Rolled out the *Path of the Landman* video
- ▶ Kicked off student awareness initiative/industry advocacy with a video push, new in-person outreach events, new signage and collateral
- ▶ Implemented digital membership cards for new members

- ▶ Crossed the 15,000-total-audience mark on social media
- ▶ Joined Instagram
- ▶ Launched Young Professionals group
- ▶ Increase in Annual Meeting revenue and attendance

## SOCIAL MEDIA — FACEBOOK, LINKEDIN, TWITTER AND INSTAGRAM

- ▶ 15,500 total audience, 9% increase from 2021-22
- ▶ 607 total posts, 25% increase from 2021-22
- ▶ 501,000 impressions, 46% increase from 2021-22
- ▶ 79,100 engagements, 125% increase from 2021-22
- ▶ 61,200 post link clicks, 116% increase from 2021-22

## YOUTUBE STATS

6,105

Total video views  
508% increase from 2021-22

2:21

Average duration  
52% increase from 2021-22

## WEBSITE PERFORMANCE FOR LANDMAN.ORG

84,164

New Users  
5% increase from 2021-22

386,180

Pageviews  
10% increase from 2021-22

# NAPE HIGHLIGHTS

- ▶ The successful integration of Bitcoin Mining within NAPE Summit brought a new dimension to the event, showcasing the growing significance of cryptocurrencies in the energy industry.
- ▶ NAPE Summit saw a significant increase in attendance, exhibitors and sponsors, reflecting its reputation as a premier networking and dealmaking platform for the energy industry.
- ▶ The launch of the Energy Business Conference technical track at NAPE provided a dedicated space for professionals to explore and discuss emerging trends and advancements in energy, bolstering the event's educational offerings.

- ▶ NAPE made history by hosting the first-ever governors panel, gathering influential state leaders to discuss policy and regulation in the energy sector, further solidifying its position as a thought leader in the industry.
- ▶ A new million-dollar donation to the NAPE Expo Charities Fund demonstrated the event's commitment to giving back to the veterans community and supporting causes aligned with the energy industry's values and social responsibility.

**NAPE**  
Where Deals Happen