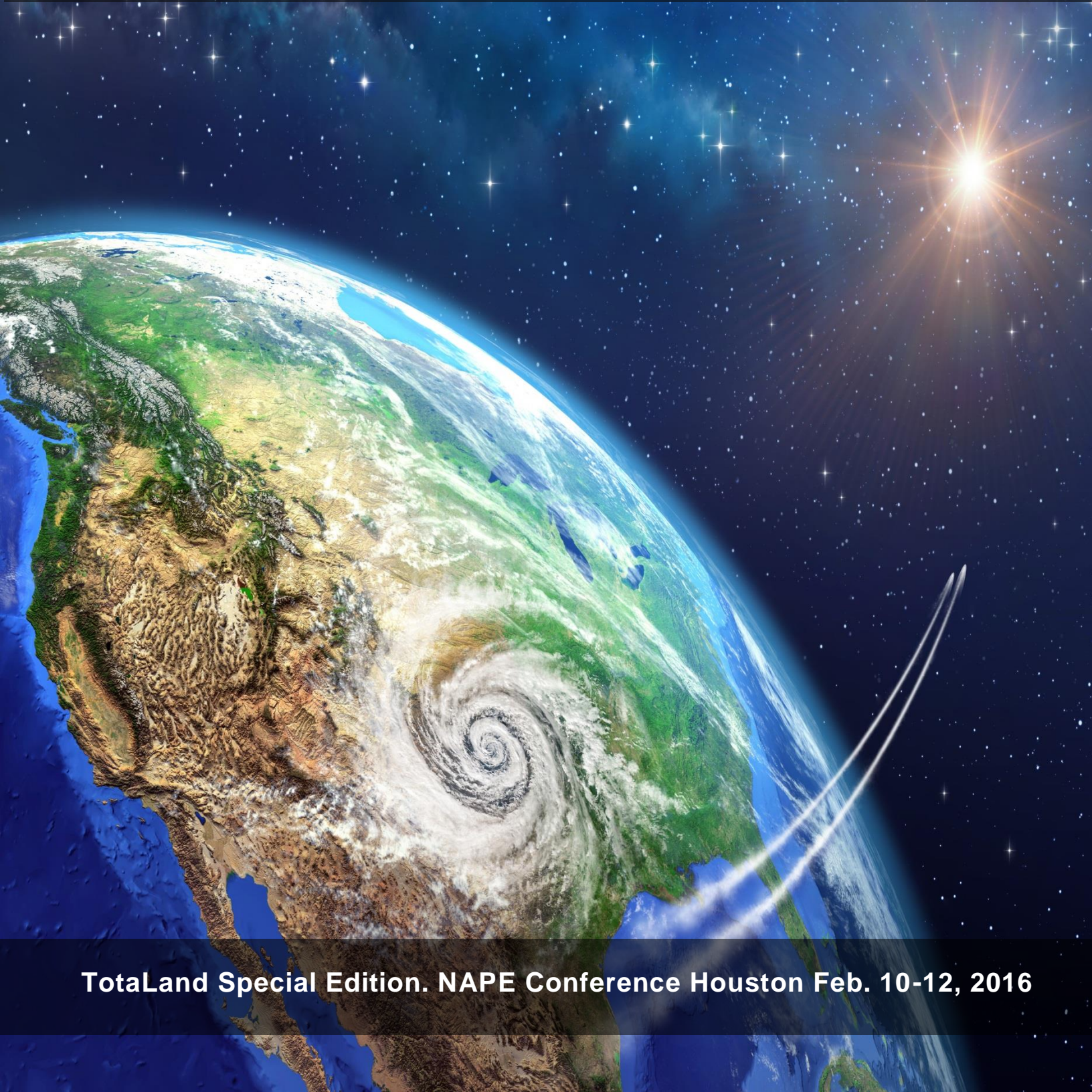




TOTALAND'S Landman Survival Guide

AWAKEN

THE LANDMAN'S FORCE



TotaLand Special Edition. NAPE Conference Houston Feb. 10-12, 2016

FOCUS ON POSITIVE REPORTS



T. Boone Pickens on 'Mad Money' with Jim Cramer

For the past two years, oil prices have been dropping threatening the oil and gas industry. During the lows, landmen may become depressed and even overwhelmed like the Jedi in Disney's latest film, "Star Wars-The Force Awakens," when the galaxy was threatened. Totaland's goal is to equip and empower landmen, like the Jedi were empowered to win. Strengthening landmen during the economic downturn will equip them to succeed in the upswing.

During the lows, it is easy for landmen to become uncertain, negative, paralyzed, and even afraid for the future. Totaland is focused on helping landmen maintain a positive, goal oriented attitude and assist landmen in building professional skills that will propel them when the turnaround comes. To quote Henry Ford, "When everything seems to be going against you, remember an airplane takes off against the head wind not with it." Greek Philosopher Epictetus said, "The greater the difficulty, the more glory in surmounting it. Skillful pilots gain their reputation from storms and tempests."

Instead of fixating on negative reports, landmen can stay motivated by focusing on recent reports. In January 2016, Billionaire oil tycoon, T. Boone Pickens appeared on CNBC's "Mad Money" with Jim Cramer to talk about the future of energy for the United States in light of the current market and state of global affairs. Pickens predicted, "We are close to the bottom. I was just a year off. We will be back to \$70 to \$75 by the end of the year. The world is currently using approximately 95 million barrels a day, and is oversupplied by about 1 million barrels of oil." Therefore Pickens does not believe that it will take much to balance the market. When that occurs, the price of crude will move up fast.

"If you want to be successful in a particular field, perseverance is one of the key qualities." -George Lucas, Star Wars Filmmaker

In addition, Warren Buffett's Berkshire Hathaway (**BRK.A**) revealed the company purchased another 2.5 million shares of Phillips 66 stocks for almost \$200 million. With continuous purchases, Buffett appears to be looking forward to an upward surge in the oil and gas economy.



BUILD PROFESSIONAL SKILLS

In the Star Wars movie, Jedi continuously grow in knowledge and wisdom. While waiting for the upturn in the oil and gas industry, landmen can build knowledge and wisdom in professional skills to add value in the workplace. Several surveys show that employers are looking for the following skills that set landmen apart and will make them an asset in the oil and gas industry.



Effective Communication: Oil companies seek landmen who can listen to instructions and act on those instructions with minimal guidance. They want landmen who speak, write, and listen effectively, organize their thoughts logically, and explain everything clearly.

Computer and Technical Literacy: Almost all jobs now require an understanding of computer skills, ranging from basic to advanced word processing, e-mail, spreadsheets, and Internet navigation. YouTube.com offers a variety of “how to” lessons for software and for building a professional social media image. Reading books or listening to audio books such as *“How To Win Friends and Influence People in the Digital Age”* by Dale Carnegie give landmen the leading edge on the use of modern technology to stay professionally connected.

Problem-solving/Creativity: Oil companies look for landmen who can resolve sticky situations. Problem-solving ability can aid landmen with making transactions, processing data, formulating a vision, and reaching a resolution. Oil Companies need the assurance that landmen can conquer job challenges by thinking critically and creatively.

Interpersonal Abilities: Relationship-building and relationship-management are high priorities with many employers. These skills confirm that a candidate can relate well to others, both co-workers and customers.

Teamwork Skills: The ability to work well with others while pursuing a common goal is a long-running favorite of oil companies. But so is the ability to work with minimal supervision. Reading books or listening to the audio book, *“How to Win Friends and Influence People”* by Dale Carnegie has helped many climb the ladder of success.



TEAM BUILDING TIPS

Diversity Sensitivity: In today's world, cultural sensitivity and ability to build rapport with others in a multicultural environment is highly valued by oil companies.

Problem-solving/Creativity: Workplace life requires prioritizing and organizing information. Oil companies value people who plan ahead and present ideas for the future.

Leadership & Management: Leadership consists of a strong sense of self, confidence, and a comprehensive knowledge of company goals. These qualities motivate and inspire, and provide a solid foundation for teamwork. Reading books or listening to audio books such as John Maxwell's "*Developing the Leader Within You*" provide solid guidelines to lead.

Oil and Gas companies also look for the following personal qualities of landmen that add value:

Adaptability & Flexibility: Nearly half of employers in a recent survey gave a high rating to "openness to new ideas and concepts." Employers looked for landmen who can work independently or as part of a team, changing gears when required, whether multitasking or adapting working hours and locale.



LEADERSHIP STRENGTHS



Professional Work Ethic: Oil Companies seek productive landmen with positive work ethics who stick with challenges until they meet them.

Positive Outlook & Energy: The last to be picked and promoted are landmen who show gloomy outlooks and emotional immaturity. Portray a jolly, confident outlook and energetic, organized behavior.

During slow periods, landmen can avoid stress and fear which can cause long term mental and health problems for landmen. To quote Yoda in Star Wars, “Impossible to see, the future is.” Yoda’s point is to not stress about the future, instead work to make it the future you want.

According to WebMD, “chronic worrying can affect a person’s daily life so much that it interferes with appetite, lifestyle habits, relationships, sleep, and job performance. Many people who worry excessively are so anxiety-ridden that they seek relief in harmful lifestyle habits such as overeating, cigarette smoking, or using alcohol and drugs.”



CONTROL STRESS



The National Institutes of Health (NIH) reports, “Chronic emotional stress can affect virtually every organ system in negative ways. Prolonged stress has been shown to cause numerous health problems, including: weakening of the immune system, colds or other infections; high blood pressure; upset stomach, ulcers and acid reflux; anxiety; increased rapid heartbeat and heart palpitations; panic attacks; cardio-vascular problems; increase in blood sugar levels; irritable bowel problems; backaches; tension headaches or migraines; sleep problems; chronic fatigue syndrome; respiratory problems and heavy breathing; worsening of skin conditions, such as eczema.”

Although it is good to stay up-to-date on oil prices and the economic future, landmen are encouraged to keep the negative reports at a minimum to maintain positive health and business.

DON'T LET IMPOSSIBLE ODDS HOLD YOU BACK.

"NEVER TELL ME THE ODDS."

-HANS SOLO, STAR WARS

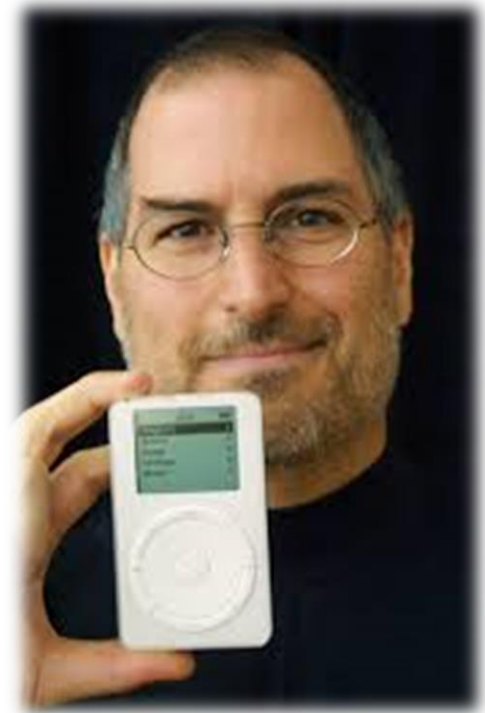
TotaLand encourages landmen to model others who have succeeded during an economic downturn, which can keep them focused and energized. “Fortune 500” spotlighted companies that succeeded despite a struggling economy: “During the recession, Kraft created Miracle Whip in the early 1930s in response to lagging sales of Mayonnaise. It premiered nationwide at the 1933 World’s Fair and gained popularity thanks to an intense advertising campaign and even a two-hour radio show devoted to the product (a lesson that advertising in a recession pays off). By the end of the decade, Miracle Whip was selling better than all other brands of Mayo.”



SUCCESS STORIES MOTIVATE

Fortune 500 highlighted, “Steve Jobs and Co. as they introduced the iPod less than two months after the Sept. 11 attacks and the economic downturn that followed. The product was an expensive luxury, and yet it sold modestly. As the economy picked up, and the design changed from year to year, the iPod became a staple for music listeners everywhere. Well over 100 million iPods have been sold to date.”

Another success story, “Henry Heinz invented Ketchup in the early 1870s by adapting an old Chinese recipe (pickled fish sauce). The company didn’t release the product until the tail end of the recession in 1876. It has since become the dominant condiment in this country.”



Landmen can maintain “the Force” like Star Wars’ Jedi by reading positive reports, studying innovative companies, and even imitating successful people who have turned a potential tragedy into a triumph.

**"The Force will
be with you
always."**

*-Obi-Wan
reassures Luke*





SPECIAL THANKS **to our TotaLand Users**

BETA Land Services, L.L.C.

Chisos Resources

Discovery Land Group

Florio Land Services

Impera Land Services

Land Management Services, L.L.C.

Land Services, Inc.

Oil Land Services, Inc.

Penterra Services, L.L.C.

Peveto & Associates Inc.

Reagan Energy Services, L.L.C.

Peveto & Associates

ReliaTerre Land Services

Surprise Valley Resources, L.L.C.

Thomas Development Corporation

Transcontinent Oil Company

Trinity Energy, L.L.C./Land 4 Energy

Upperline Energy Partners

ProActive Land Solutions

Wise & Susong, L.L.C.

Landmen Nationally & Internationally

TotaLand Special Edition. NAPE Conference Houston Feb. 10-12, 2016
www.TotaLand.com

TotaLand Technologies is a wholly owned subsidiary of C.H. Fenstermaker & Associates, L.L.C.
Landman Survival Guide By Michele Day, TotaLand Marketing Specialist.