



THE CARAVAN

NOMADS

The National Oil-equipment Manufacturers and Delegates Society

JUNE-JULY 2020

“A Call to Action”

Fellow NOMADS,

Trust you and your loved ones are remaining healthy during the continued pandemic, while relentlessly pursuing excellence.

Our dear friend and colleague, Mr. Jim Lewis, is continuing his cancer treatment journey, along with other immediate family members of NOMADS that certainly value our prayers for a full recovery.

As Ambassadors of Goodwill to the global Oil & Gas industry, we have been challenged this year to remain focused on positive developments while accepting the reality of our situation. While we must continue to promote our current international activities with unwavering dedication, it is important to reflect on our duty to preserve the American (and Oil & Gas) way of life.

Aside from leading a global energy renaissance, our membership has the unique advantage to share countless success stories rooted in a shared vision and mutual trust. People are searching for answers these days, and I know our group is comprised of members who have the right answers to solve complex problems.

I am calling each member to action- share your story with one person this month to help solve one of their problems, which will not only personify our common values, but ultimately confirm the necessity to preserve our organizational tenants.

We are getting together again on July 14th in a limited capacity, as well testing remote live meeting platforms to offer an online meeting option moving forward. Look forward to celebrating your problem solving stories, and let a Officer know how we can assist you during this time.

HAPPY INDEPENDENCE DAY!

Donnie Bowen III



Donnie Bowen III

2020 President

**Ascendancy
Services Group, LLC**

Get involved at:

NOMADS-INTERNATIONAL.COM



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Social Media Campaign highlights

Past Data (April 9 – May 8)

Visitors

- Page Views- **291 decrease of 44%**
- Unique Visitors- **104 decrease of 36%**

Updates

- Impressions– **8,952 decrease of 13%**
- Eng Rate- **6.30% increase of 2%**

Followers

- **974 Total - increase of 89%**
- **458 New**

Rig Lynx Impressions

- Impressions- **34,103 decrease of 42%**

Rig Lynx Engagement

- Engagement- **2.3% increase of 44%**

Current Data (May 8 – June 7)

Visitors

- Page Views- **317 increase of 8.93%**
- Unique Visitors- **129 increase of 24%**

Updates

- Impressions– **10,891 increase of 22.67%**
- Eng Rate- **5.80% decrease of 7.94%**

Followers

- **1263 Total - increase of 29.67%**
- **289 New**

Rig Lynx Impressions

- Impressions- **33,725 decrease of 1%**

Rig Lynx Engagement

- Engagement- **2.2% decrease of 4.35%**

Be sure to read the full Channel Management report attached to your June CARAVAN email!

We have seen an increase in the number of visitors to the LinkedIn Site. We have also seen a large increase in the number of engagements. But we need to increase the engagement which we are working on correcting with the “Nomad of the Week” program. We have also seen an increase in the number of visitors. There has been a very small loss in impressions and engagements on NOMADS posts that are shared to Rig Lynx which we are also working on correcting with the “Nomad of the Week” program.

Overall, we met and exceeded 4 of the 7 growth targets this month, 3 of the 4 beat the 10% stretch target and the 4th beat the 7% reach target. We will focus more on creating engaging content with NOMAD of the Week and getting more faces out in public.

There have been increases all across the board on the Facebook site. Likes have increased, page total post reaches have increased, post reaches have increased (dramatically) and posts shared to Rig Lynx have increased. We have also started the “Nomad of the Week” program on the Facebook Site.

Overall, we met and exceeded all 4 of our growth targets this month, 3 of the 4 targets beat our 10% stretch target and the 4th beat the 2% base target. Facebook page is right where we want it, we just need to keep tweaking it to keep the engagement moving along.

Tom Shrader
Rig Lynx

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jULY Dinner Meeting Speaker:

Arron S. Angle

“IMPLEMENTING BEHAVIOR BASED QUALITY (BBQ) IN A LEAN SIX SIGMA WORLD FOR THE OIL & GAS INDUSTRY”

Mr. Angle is the Owner and Managing Director of Qualnamics Consulting in The Woodlands, TX. He earned a Master’s Degree in Systems Management from the University of Southern California in Los Angeles. An ASQ member, Angle is the author of Unleash Quality —BBQ, The Winning Strategy for a Culture of Quality, recently released by ASQ Books.

There are many tools available to support process improvement.....they all provide value. Complex tools may not be needed for simple improvements. Most important is that the *Appropriate* use of Lean/Six Sigma tools **will** drive sustainable results in a Behavior Based Quality (BBQ) culture.

Appropriate use of the tools depends upon what your motivation for applying lean methodologies to a process is. Is it a Quick Fix then move on? Could it be to engage in SIPOC / Process Mapping to make the process more efficient. Perhaps it is to Lower cost and increase throughput.

Not sure what a culture of BBQ looks like? This presentation will walk you through the steps of what it is, how to implement a BBQ culture while choosing metrics that drive change and sustainable bottom line results. The end objective is to achieve a *culture of BBQ that uses Lean Six Sigma tools fit for the occasion.*

Mr. Angle is a former FMC Technology Regional Quality Manager.

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OTC 2020

Cancelled for 2020

Mr. Rami Touma is our OTC Committee Chair, and will provide information on event details and volunteer sign up opportunities for 2021.

A special thanks to Rami for actively seeking Lounge Sponsors, and let him know if interested to co-sponsor the lounge when it returns in 2021!

Dinner Meeting Sponsorship Opportunities

If you or your company is interested in sponsoring a monthly Dinner Meeting, NOMADS Event, or dedicated reserved Dinner Meeting table, please contact Donnie Bowen or John Diiorio.

As a sponsor, your business will be prominently highlighted in the monthly CARAVAN, featured in all NOMAD social media sites & at Dinner Meeting, as well the display of company banner or logo.



**OFFSHORE
TECHNOLOGY
CONFERENCE**

2020
#OTC2020

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JULY Meeting Reminder

Our next planned Dinner Meeting is July 14th, and will be limited in-person to the first 15 members that sign up. **RESERVE YOUR SOCIALLY DISTANCED SEAT TODAY!**

Join us on our Social Media Platforms! NOMADS International on Facebook and LinkedIn for current updates and valuable industry information!

2020 Officer Openings

We still have an open Executive Board position! Contact Donnie or Natalie today if you are interested to volunteer, or would like to nominate a fellow NOMADS member!

Please welcome Mr. Tom Shrader (RigLinx) to the EB as our 2020 Sgt. At Arms!!

NOMADS of the Week

Check out our social media pages for the current week's featured NOMAD, as well as all past NOMADS of the Week!

Interested to be a featured member? Contact Tom Shrader or Donnie Bowen today!

**WANT YOUR
COMPANY LOGO
HERE???**



Contact Donnie @ 832-557-5878 or dbowen@ascendancyservicesgroup.com for CARAVAN Sponsorship options!

Learn More at
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