

DRAFT**Proposed Public Relations Ideas for TXCCSA**Introduction

The Texas Carbon Capture and Storage Association (TXCCSA) desires to promote energy security through increasing environmentally responsible fuel production in Texas, and to seek the growth and commercialization of the CCS industry. Because the Texas Carbon Capture and Storage Association is a non-profit industry association that also wants the development of a viable commercial CCS industry in Texas, this brief paper makes suggestions to achieve that goal.

Business Development Overview

Business development usually means to expand a market by:

- 1) Entering new segments,
- 2) Converting nonusers,
- 3) Increasing use by present users.

There are a number of techniques that can be incorporated for expansion and assessment of marketing opportunities. This includes: to “brand”, to develop formal proposals, to target certain segments and to generate leads. It is the latter two items I will address.

Suggestions for Expanding Membership

We are well aware of our unique political and geographic position in Texas for carbon capture and storage. This includes

- Active CCS partnerships with various government organizations,
- A reasonable regulatory climate for the development of CCS projects, including fairly responsive permit processes from the TX RRC.
- Existing and future infrastructure knowledge
- Technology deployment through field testing from BEG at UT
- Acceptable geologic formations for carbon storage, including state-owned lands

However, we could provide additional efforts to ensure that potential members are aware of this advantageous position, and the reward of belonging to TXCCSA. The article in the Austin American Statesman was a good start to getting the word out about the TXCCSA, but having an

associate member with public relations experience could enhance our name recognition. I would like to see additional papers to run similar stories, where each of our members is located. For example, Midland where Steve resides. The PR member could easily assist in putting out press releases and in making story suggestions to appropriate reporters.

We should also ask each of our existing members to make recommendations of at least one other potential member, and ask them to take the lead on contacting that person and providing information on the association. We should especially concentrate on government organizations and potential associate members since these may be easier to bring on board with the lower dues.

In the UK, there is a similar association to TXCCSA. (www.ccsassociation.org). They have divided their members into categories which includes oil and gas, energy, consulting, legal, government and academia, etc. It appears they have over 50 members, some of which are currently members of our association (e.g. BP, Denbury).

We should ask the (two?) members of the TX association to write their counterparts in the UK and request them to provide to those companies (that have both UK and US ties) information on TXCCSA.

It would also be useful to have information about the organization for upcoming conferences where potential members may attend. The Gulf Coast Power Association is holding their annual meeting in Austin the last week of September and having brochures and/or a booth would be an advantage. If we cannot get a booth, it is possible that some of our existing members will have an exhibit, and we can ask them to put out TXCCSA materials. There is also a petroleum conference in San Antonio in early October.

Conclusion

While business development cannot be reduced to a simple application to all or even most situations, we can use creativity and existing contacts we have in our membership to meet the new challenges necessary to keep the TXCCSA sustainably growing. As we know, business development never stops but is an ongoing process.

Some basic first steps to expand our membership and develop our association further can be taken by:

- Getting a PR firm as a member, and having newspaper stories similar to the AAS article in other Texas papers
- Asking each existing member for at least one additional potential member contact and to write that contact. A draft letter should be provided by TXCCSA
- Asking existing members with membership in the CCS Association in the UK to inform those members about the Texas association. A draft letter should be provided

- Having informational materials about TXCCSA at upcoming conferences