

## “PROVPSM” & OTHER BRANDING INITIATIVES

*“Your brand is what other people say about you when you’re not in the room.”*

*- Jeff Bezos, Founder of Amazon.com*

Imagine that Provenance Consulting is a person at a social gathering. Your friend walks over and asks, “Hey – who is that?” ... What would you say? Could you describe Mr. Provenance? And would your description match what I say? Or what our partners say? Or your client? This is the ultimate goal of a “brand” – to have an identity as an organization that is consistent and authentic.

Over the last twelve years, Provenance has enjoyed an incredible amount of organic growth within the industry. We have some fantastic clients who keep coming back to us for our expertise and who are advocates for us to others. Our partners and strategic leadership team have set challenging business goals and everyone is working hard to achieve them. However, in this every-changing digital landscape, our brand must now be more intentional and more strategic to match our growing business plan.

The first part of this intentional branding has taken the form of a newer, shorter web address and updated website: [www.ProvPSM.com](http://www.ProvPSM.com). “ProvPSM” is now our shorthand – it is our [Twitter](#) handle, our [Facebook](#) page, and soon our email addresses.

In addition to the visual changes, our site now resembles the printed marketing materials in content and organization. This reinforces that consistency and authenticity we are seeking to embody.

Our communications strategy doesn’t stop at just a “brand” – our ultimate goal is to be recognized as thought leaders and technical experts in the field of process safety management.

**So what does all this “branding” mean for you?** It means that you have an opportunity to further our company and your professional reputation. This fall, we will begin a strategic effort to build our content library. This means we

## IN THIS ISSUE

### Company News:

- “ProvPSM” & Other Branding Initiatives (pg 1)
- Meet Your New HR Manager (pg 2)
- Upcoming Webinar: Communicating the Hazards (pg 3)
- Annual Company Picnic Review (pg 2)

### Industry Leadership:

- Spring Conferences: AIChE & AFPM (pg 4)

### Community Engagement:

- Children’s Miracle Network Radiothon (pg 5)
- Wild West Katy Brewfest for Katy Rotary
- Hutchinson United Way Annual “Day of Caring”

### ProvPSM Personal Pursuits:

- New Hires, Promotions, Transitions & Workiversaries (pg 6)

need you to share your skills and knowledge in an effective way. This could be through writing a technical whitepaper (like [Lauren Mercer did at this year’s AIChE conference – check out page 4](#)), a shorter blog post on our website, or presenting one of our sponsored webinars through AIChE (like [the one coming up on July 25th – page 3](#)).

Personally, you will be adding to your professional repertoire with proof of your technical expertise. With your clients, your content will add credibility to your professional opinions. That credibility will allow your clients to place more trust in your decision-making in key project phases, reducing costs and making quicker decisions. On a company level, you will be showing our expertise to clients and potential clients, as well as establishing Provenance as a leader in our approach and skill sets.

As we begin the implementation of this new approach, I’ll be reaching out with suggestions for topics, industry trends we should respond to, and calls for technical and non-technical content. You don’t have to be a writer or a speaker – you just need a willingness to share your experience and skills with the wider industry. I will be there to help you hone your message and deliver it effectively.

In time, this library of expert content will be part of what drives our brand identity within the industry. And it can’t happen without you. *(by Heather Feimster)* ◆

Meet Your New HR Manager:



Jamie Breedlove

Please join us in congratulating **Jamie Breedlove** on her promotion to **Human Resources Manager!**

Jamie has a bachelors degree in Management from West Texas A&M University in Canyon, TX. She has worked for Provenance for 11 years.

After starting in 2007 as the Office Manager, she soon became a Data Technician and Scribe working at multiple sites and on many projects. In 2014, she became the HR Assistant and was promoted to HR Generalist in 2015.

She says, "I enjoy HR because I have the opportunity to impact the company and each employee directly and indirectly. Also, I am able interact with everyone in the company, which is something I really enjoy." She is most excited about, "making this department and it's processes more efficient and dependable." She'd like you to know that, "I am always available and willing to assist in any way I can. Employees are important and my job is to take care of them and their needs."

**This or That?**

- |                               |                    |
|-------------------------------|--------------------|
| Texting or talking?           | <b>Talking</b>     |
| Cake or pie?                  | <b>Pie</b>         |
| Coffee or Tea?                | <b>Coffee</b>      |
| TV or Book?                   | <b>Book</b>        |
| Movie at Home or the Theater? | <b>Theater</b>     |
| Ocean or Mountains?           | <b>Ocean</b>       |
| Horror Movie or Comedy Movie? | <b>Comedy</b>      |
| City or Countryside?          | <b>Countryside</b> |
| Star Trek or Star Wars?       | <b>Star Wars</b>   |
| Netflix or Hulu?              | <b>Netflix</b>     |
| Toilet paper: Over or Under?  | <b>Over!</b>       |
| Ninjas or Pirates?            | <b>Pirates</b>     |



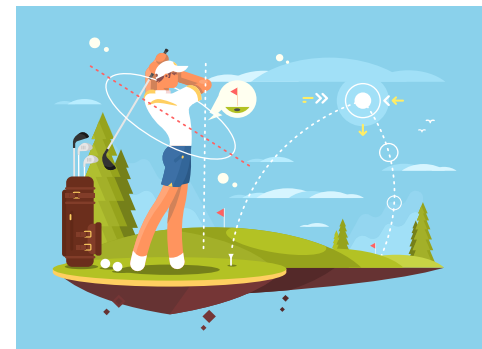
**ANNUAL COMPANY PICNIC REVIEW**



This year's annual summer picnic was held on June 30th at Talon Point. We had about 115 people come across Texas and Oklahoma to attend and eat Talon Points traditional BBQ brisket and chicken.

**Scott and Nicole Kindy** bested rookies **James Topp and Rachel Leatherwood** to become this year's Washer Tournament Champions.

**Garry Preston** won the drawing for this year's mystery prize. Garry was challenged to make a hole-in-one on a 12-foot putting green for a \$1,000 prize. The room erupted when Garry, a lefty, used a right-handed putter to make a hole-in-one!



*Actual evidence of Garry's winning shot preparations.*

Apparently, photo evidence of the picnic festivities are difficult to come by. It is fitting, we suppose, that what happens at the company picnic *stays* at the company picnic!

Until next year, thank you again for making this such a great place to be! *(by Jamie Breedlove)* ●

# PROVPSM PERSPECTIVES

## PSM MINDSET MOMENT



CAN YOU

HEAR ME YET?

At it's most basic, the word "communicate" involves more than just exchanging information; it also leads to "creating and sharing meaning." An exchange of information might involve me informing you of an issue (e.g. the diesel header is too small) and you informing me of an idea (e.g. we need bigger piping). Deeper communication may happen when we come together and discuss the obstacles (pipe sizes, salt filters, pump limitations) and the opportunities (abandoned larger pipes and vessels, filter technology improvements) and create a solution.

In our world of technology, it is easy to use email, text and pictures to send issues and ideas back and forth to each other. In some ways we have become accustomed to communicating as if in a tennis match: Your turn, my turn, your turn, my turn. I've sent you information. Now I sit back and wait for you to do something with it. It's not my problem till I hear back from you. This is especially true with the information and technology access overloaded world we live in and is often a necessity. But if I think back to almost any project I've ever been involved with, the biggest and best "aha" moments of creativity happened when I was in the room with the person or at least on the phone, collaborating, bouncing ideas off each other and making something better than one person could alone...

[FINISH READING ONLINE](#)



## LIVE WEBINAR

**YOUR ORGANIZATION IS TALKING, IS ANYBODY LISTENING?**

**HOW TO COMMUNICATE HAZARDS AND TALK LIKE A TEAM**



In this free 60-minute webinar, **Account Director Scott Kindy** will help you

**Wed. July 25, 2018  
2 pm-3pm EDT**

examine how to improve the way you and your team share critical information while improving your safety culture. Critique your current level and methods of communication and connection to other teams.

Plus, find out how to generate meaningful pathways for sharing critical PSM information. Don't miss this opportunity to move beyond simply following Key Performance Indicators, managing changes and reviewing findings from audits, PHA's and incidents and start creating meaningful conversations and solutions.

[REGISTER ONLINE](#)



JULY 2018

## SPRING INDUSTRY CONFERENCES



We were thrilled to participate in AICHe's 14th Global Congress on Process Safety in Orlando, Florida, April 23-25th. The event featured a three-day program of technical papers and workshops on topics such as: Management Systems, Big Data Analytics, Industry 4.0, changes to Industry standards, HAZOP best practices, Improving Safety Culture, and Technology. Our team on the ground at AICHe this year included partners **Tony Powell** and **Patrick Nonhof**, Account Director (and presenter) **Lauren Mercer**, Relief Systems LoS Manager **Justin Phillips**, Sale & Marketing Manager **Jenny Brancheau** and Communications Coordinator **Heather Feimster**.

Our involvement included a booth in the exhibit hall where the team spoke with over 40 promising business leads, dozens of potential employees, and hundreds of fellow chemical engineers.

During the conference, **Lauren Mercer** presented her whitepaper "**Jurisdictional Boundaries in Midstream: Where is the Line?**" Mercer has a skill for taking complex and nuanced topics and making them manageable and consumable for the audience. [Read more about her presentation online.](#)

New efforts at the event included an **updated booth backdrop** to match our updated website. **We hosted a Cocktail Party** at the conference hotel which energized our clients and potential clients - over 200 people attended! And we turned heads by **giving out 250 pairs of custom Provenance-branded dress socks** that were even featured on the AICHe twitter account! ♦

### SAFETY 2018: DISCOVER THE POSSIBLE

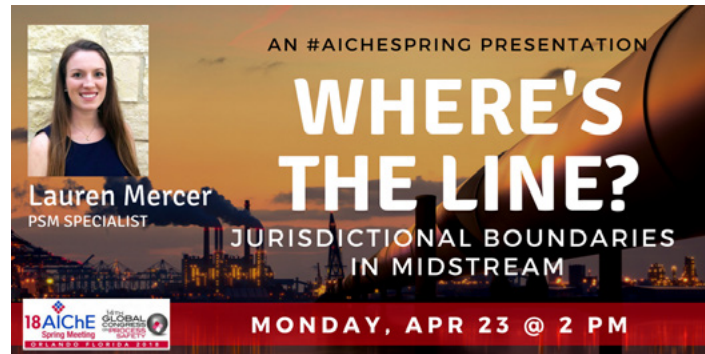
MAY 15 - 16, 2018 · GRAND HYATT SAN ANTONIO · SAN ANTONIO, TEXAS



The 2018 AFPM National Safety Conference was held in San Antonio May 15-16.



**Jenny Brancheau** along with our Account Directors **Lauren Mercer**, **Dylan Misslin** and **Scott Kindy** staffed the ProvPSM booth, attended sessions on industry regulations, and made important contacts for future business opportunities. ♦



*Click Here to check out Mercer's presentation and paper on our website.*



## #MIRACLEUP MEDIATHON BENEFITING THE CHILDREN'S MIRACLE NETWORK OF AMARILLO AND HIGH PLAINS REGION



The ProVPSM team was honored to support the #MiracleUp Mediathon benefiting the Children's Miracle Network of Amarillo and High Plains Region.

This event was a part of the #MiracleWeek in an effort to raise \$180,000. Our hour raised over \$2,000 and as of Thursday night we were at \$168,000!

A BIG thank you to everyone who donated their time and money! You can still contribute. Check out [KAMR Local 4 News](#) for more info.



## WILDWEST KATY BREWFEEST BENEFITING ROTARY CLUB OF KATY

We were honored to sponsor the [2018 Wild West Katy Brewfest](#) benefiting the [Katy Rotary Club of Texas](#). Our Houston office and Houston-area clients enjoyed a fun evening of good beer and food!

This event helps support the many efforts the Katy Rotary Club undertakes each year. Specifically in the aftermath of Hurricane Harvey, the club supported: Camp Hope \$5000, West Side Homeless, \$3000; Taylor High School – KISD \$500; Katy Christian Ministries \$2000; Armor of Hope \$3000; plus many hours on the ground helping with clean up in the community. We are proud to support their efforts.

## HUTCHINSON COUNTY UNITED WAY'S ANNUAL "DAY OF CARING"

The Borger ProVPSM team joined in on Saturday, June 9th to support the [Hutchinson County United Way](#) in their 15th annual "Day of Caring" event. Dozens of volunteers from around the community come together to help out with jobs



around the community.

Provenance is proud to support this effort again this year, and we thank all our employees for participating.



# PROMOTIONS & TRANSITIONS

*We are happy to congratulate these team members on their promotions and new positions:*

- ◆ **Dylan Misslin** on his new role as **DSM Account Manager** (Strategic Leadership Team)
- ◆ **Clayton Wilkinson** on his promotion to **Data Technician II** (Relief Systems)
- ◆ **Aniqa Rahman** on her promotion to **Relief Systems Project Lead**
- ◆ **Quyen Nguyen** on his transfer from the Relief Systems under Justin Phillips to **Software Development** under Patrick Nonhof and his move to our Austin location
- ◆ **Jamie Breedlove** on her promotion to **Human Resources Manager**

# MILESTONE WORKIVERSARIES

*We couldn't do it without you!*

- ◆ **Eric Humphrey**                    10 Years
- ◆ **Scott Kindy**                    10 Years
- ◆ **Racquel Roman**                10 Years
- ◆ **Eneruvie Okinedo**              5 Years
- ◆ **Kelley VanLoon**                5 Years
- ◆ **Vipin Vijayakumaran**        5 Years
- ◆ **Susheela Nayak**               5 Years
- ◆ **Heather Wood**                 5 Years

# NEW EMPLOYEES

*An official welcome to all our new employees since Oct. 2017:*

- ◆ **Austin Black**, NDE Assistant, MI LoS (Borger)
- ◆ **Justin Daniels**, MFT II, MI LoS (Borger)
- ◆ **Alex Dantzler**, Co-op, CPChem - Borger (Borger)
- ◆ **Lindsay Etzler**, Co-op, RS LoS (Bartlesville)
- ◆ **Lucy-Marie Greene**, Data Tech Scribe, PHA LoS (Borger)
- ◆ **Kari Hernandez**, AutoCAD I, MI LoS (Houston)
- ◆ **Simin Huang**, PSM Consultant, RS LoS (Houston)
- ◆ **Bjorn Johnson**, Co-op, PHA LoS (Houston)
- ◆ **Rachel Leatherwood**, Data Tech I, RS LoS (Houston)
- ◆ **Rachel Madden**, HS Intern, HR (Borger)
- ◆ **Breck Nash**, MFT I, MI LoS (Borger)
- ◆ **Grace Nguyen**, Co-op, P66 - Sweeny (Houston)
- ◆ **Felicia Oentoro**, Co-op, PHA LoS (Houston)
- ◆ **Jason Pina**, PSM Consultant, RS LoS (Houston)
- ◆ **Jacob Reyes**, Intern, CPChem - Borger (Borger)
- ◆ **Karina Romero**, PSM Consultant, RS LoS (Houston)
- ◆ **Amir Saeed**, Co-op, DSM - Freeport (Freeport)
- ◆ **Stephanie Watson**, PSM Consultant, RS LoS (Houston)
- ◆ **Clayton Wilkinson**, Data Tech II, RS LoS (Houston)
- ◆ **Eden Williams**, Co-op, RS LoS (Houston)

## *Welcome to the Family!*

**Lorraine Leos** born December 7  
(Matt & Mei Leos)

**Trey Dodson** born October 31  
(Damion & Alison Peery)

**Mavis Phillips** born November 3  
(Justin & Desiree Phillips)

**Dylan Brancheau** born January 23  
(Jenny & Curt Brancheau)