

PROVENANCE WELCOMES NEW VP

The executive team is very excited about the most recent addition to our staff – **Terrell Sosebee**, Provenance’s Vice President of Business Development. While this is a huge step for the company, and a huge addition to our sales strategy, it was a surprisingly easy decision for the executive team to make. Terrell brings significant industry knowledge and experience, great business acumen, and structured sales vision to our organization. Please read about Terrell in this newsletter and welcome him to the team by giving him a call or sending him an e-mail. ♦
(Patrick Nonhof, Managing Partner)

[READ A MESSAGE FROM TERRELL \(P.3\)](#)

NOTES ON UPCOMING EVENTS FOR NOV.

Happy November, everyone! You should have received an email invitation to your respective Christmas Party. Please be sure to click on the RSVP link in the email to register your response by Friday, Nov. 9th, to allow us time to coordinate enough food and drinks.

In your Christmas Party email invitation, you will also see information regarding options for transportation and/or accommodations if you plan on indulging in adult beverages. Please make responsible and safe decisions (safety is kind of what we do here!)

Last Christmas Party note - please make alternative childcare arrangements. These will be adult-only events. Thank you for your understanding, and we look forward to celebrating another great year with all of you!

Lastly, please note that our offices will be closed both Thursday and Friday of Thanksgiving week. Be sure to set your “Out of Office” accordingly. ♦ *(Heather Feimster)*

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UPCOMING EVENTS

NOV 2018

S	M	T	W	R	F	S
28	29	30	31	1	2	AICHe Texas Tailgate (Austin) 3
4	5	6	7	8	Christmas Party RSVPs DUE 9	10
11	12	13	14	15	16	17
18	19	20	21	Happy Thanksgiving! 22	Thanksgiving Holiday (Offices Closed) 23	24
25	26	27	28	29	30	Borger Christmas Party 1

3 - AICHe Tailgate (UT Austin)

9 - RSVPs for Christmas Parties DUE

22 - Happy Thanksgiving (Offices Closed)

23 - Thanksgiving Holiday (Offices Closed)

Dec. 1 - Borger Christmas Party

Our Growth Strategy & Sales Vision

Provenance Team,

We want to take a minute to share our vision behind Terrell's addition to our sales strategy.

WHAT LED THE COMPANY TO MAKE THIS CHANGE?

While it may sound silly, it does not make it any less true: **Faithfulness to the values articulated in our Mission Statement will ensure our continued success.** This change accomplishes exactly that!

Since our inception, our growth has been accomplished with "grass roots" activity. Our growth strategy has been quite simple and direct - as a member of the Provenance team - I hope the following rings true:

1. Our clients provide Provenance an opportunity to serve them. Provenance is awarded a project. ***Time to get to work!***
2. We execute the work. ***We focus on our clients' needs (Fanatical Customer Service)!***
3. Our clients' needs do not simply end when a project "wraps up," so ***they trust us with even more work.***

BAM! This is how we have grown. Simple, effective, and intentional.

This business development strategy has allowed us to achieve many milestones. We are a well-respected, financially sound, and technically strong company. Our growth strategy has allowed us to hone our value proposition (the "how" of our fanatical customer focus), build internal infrastructure to effectively run the business (our backend financial, employee management systems, and marketing campaigns), and ensure we achieve the third component of our [Mission Statement](#). Our growth, while impressive, has been controlled and intentional in order to build a solid foundation ([this wisdom is not ours](#)).

Building a solid foundation was more critical to the longer term viability of Provenance (i.e. [Component 2 of our Mission](#)) than having explosive growth. While intentional, our growth has slowed, and while this is not surprising, it is not desirable.

The question becomes: why do we need an increased growth trajectory and how should we accomplish it?

WHY DO WE NEED AN ADDITIONAL GROWTH STRATEGY?

To achieve each component of our Mission Statement we must experience growth. A company of our size requires growth to provide you opportunities to develop new skills, present you new challenges and problems to solve, and improve your ability to financially care for your family. Accomplishment of the second component is not possible without significant growth. **Stagnation and complacency is the most significant risk to our business – it is our largest enemy.** Growth and innovation is as critical to our business as ensuring payroll is performed or executing projects.

TACTICS FOR ACCOMPLISHING GROWTH

To continue to grow, every person in the company must be aware of and looking for ways to serve our clients in new and better ways. In business, as in life, people will turn to those they trust and can rely on. **Provenance must be our client's trusted and reliable partner.** Our clients must continue to turn to us because of our fanatical customer service. **We must reinvigorate that component of our business development strategy – you can help us.** Take time to understand your client's goals and then ensure your work – literally your daily activity – achieves those goals. Do not lose sight of the importance of that.

Additionally, we need to **bring our services to new clients and find new service offerings.** This will be focus of the sales group Terrell is leading – to ensure we broaden the exposure of Provenance to clients that we have never worked with. I don't need to explain how this will have a direct impact on your career. **Don't sit on the sideline, we need everyone in the game** actively helping with pursuing new opportunities, improving your fellow employees, and ensuring we never lose sight of our client's needs.

Provenance is great because of our people and our technology (which is frankly just an outfall of our people). Talk to your coworkers and supervisor and find ways to be the best servant to our clients and help Terrell and his team understand what that looks like in real world project execution. ●



Patrick Nonhof, Managing Partner

MEET TERRELL SOSEBEE



My name is Terrell Sosebee and I am here to assist Provenance with new business development and sales leadership. I am incredibly excited to be a part of such a professional, and driven, organization. **Provenance instills the “one team, one goal” mentality on every level and has an unmatched culture to back it up.**

Growing up in the Texas Panhandle, my background and upbringing was entrenched in the Energy sector - specifically Downstream Refining.

After graduating from **Texas Tech University**, I moved to Dallas where I currently reside. Over the last 10+ years, I have worked with start-up companies helping them scale to hyper growth stages, as well as assisting, large, global organizations with positioning their value to private equity firms. My roles and responsibilities at these organizations all had a Business Development and Sales Leadership function. **My whole career has been in the Oil & Gas industry focused on providing innovative solutions through technology, safety services, mechanical integrity services, and asset management.** I am customer obsessed and believe in total transparency both internally and externally.

To share a little about my life outside of work, I am married to my high school sweetheart (Genta) from Borger. We have two little ones; Rilynn (9) and Luke (4) who keep us very busy. We also have two dogs; Flynn (French Bulldog) and Bruce (Yorkie) who add to the craziness. We enjoy watching Texas Tech sports, being outside, camping, fishing, skiing, going to the lake, traveling, and being involved with our church.

My overall vision for Provenance is to:

- achieve record-breaking revenue and profitability goals
- build a sustainable sales structure and process for driving new business
- leverage our current account management to streamline cross-selling efforts for long-term residual income & contractual agreements
- introduce a data-driven focus on sales forecasting efforts.

◆ (Terrell Sosebee)

COMMUNITY
ENGAGEMENT

**JUSTIN PHILLIPS
LECTURES UT CHEMES
ON RELIEF SYSTEMS**

On Friday, Oct. 13th, a few dozen UT chemical engineering students enjoyed a guest lecture from **Justin Phillips**.

He gave his presentation on pressure relief disposal systems to Prof. Tom Edison’s Process Safety course. Phillips has spoken to this section a few times over the last few years thanks to ProvPSM’s strong relationship with the McKetta Department of Chemical Engineering at UT Austin.

“I believe that sharing practical, professional anecdotes can help make sense of the theory that chemical engineering students study. What better way to tie together heat transfer, fluid mechanics, and mass transport phenomena than by discussing pressure relief systems?” Phillips asks.

Phillips hopes his lecture will provide these students, “a leg up in industry because of the practicality and immediate application of these concepts in an industrial setting.” ◆ (Heather Feimster)



On Oct. 28th, **Owaiz Ebrahim** represented Provenance Consulting at the **68th Canadian Chemical Engineering Conference**.

Read more about his presentation on hydrogen applications in **next month’s newsletter!**

TEXAS LONGHORNS ASME STUDENT CHAPTER TAILGATE

Provenance held its' annual tailgate with University of Texas' student chapter of ASME for the UT vs Baylor game. We had many students attend along with Provenance employees including, **Lauren Mercer, Dane Mercer, Matt Leos, Quyen Nguyen, Grace Nguyen, Patrick Nonhof, Kinzie Robins, James Topp, and Rachel Leatherwood.** As usual the food was AMAZING. Provenance enjoyed socializing with students over food, drinks, and washers.

◆ (Jamie Breedlove)



PROVPSM PROUD



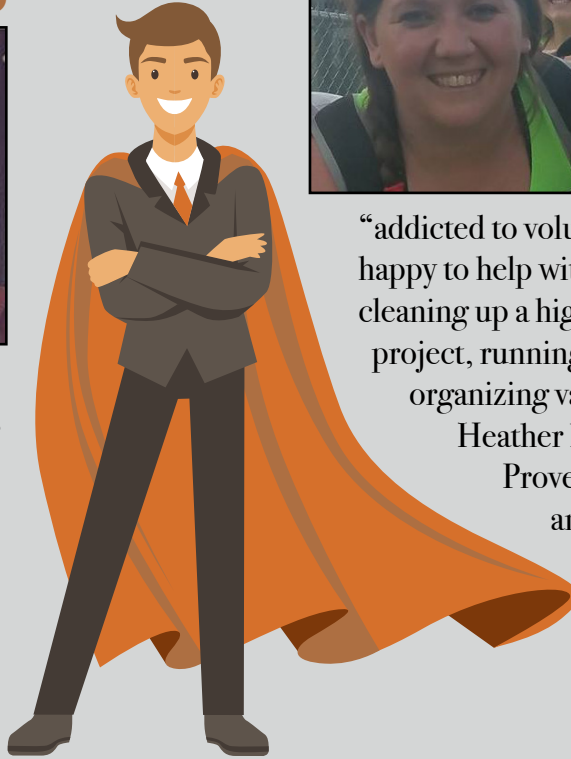
We'd like to recognize the hard work of several dedicated team members. Be sure to give them a pat on the back next time you see them!

DALTON DILLARD

"I would like to recognize the efforts of Dalton Dillard at the CPCChem Borger site. His attention to detail and ability to close out projects with quality results has been great this year. He has also greatly improved his client interaction skills this year."



- Vipin Vijayakumaran, Site Lead/Sr. Mechanical Engineer



HEATHER WOOD



"Heather embodies a lot of the best traits of a Provenance employee: she is hardworking, dedicated, friendly, and has a true servant's heart. She describes herself as being

"addicted to volunteering" and is always happy to help with whatever. Whether cleaning up a highway, helping with a project, running a concession stand, or organizing various kids' sports teams, Heather highlights a lot of what Provenance offers to our clients and our communities."

- James Topp, PSM Consultant

KARINA ROMERO



"I'd like to recognize Karina Romero. As a new employee, she makes me feel warm and welcome. Karina is highly organized as she let me borrow her

binder full of P66 guidelines and iPRSM manual filled with her personal notes. Karina is also very helpful and always willing to spend time to point me in the right direction."

- Jennifer Luk, PSM Consultant - Relief Systems Engineer

UPCOMING WORKIVERSARIES

Clayton Wilkinson	Oct. 30	1 year
Crystal Lewis	Nov. 24	4 yrs
Jacob Reyes	Nov. 27	1 year

Making It Stick: How We Learn and Remember

by Sarah McDuffee,
Training Coordinator

What makes learning memorable to you? Think back to one of your favorite learning moments. Maybe it was related to a favorite teacher in junior high, a new concept in a book you read, or a new skill you mastered.

What made it so memorable?

“Learning and remembering are all tied to creating literal neural connections in our brain.”

Studies in learning psychology and brain science show that learning and remembering are tied to creating literal neural connections in our brain. It’s no surprise then that the way we learn is by making many “connections” to new information or tasks.

Learning experiences that make an emotional connection or tap into our internal motivations can be extremely memorable and effective.

We also remember better when we connect something new to an existing framework or model in our minds (previous experiences).

If we have multiple exposures to a new idea or skill from multiple angles, we make even more neural connections. We then begin to build proficiency and expertise in that area.

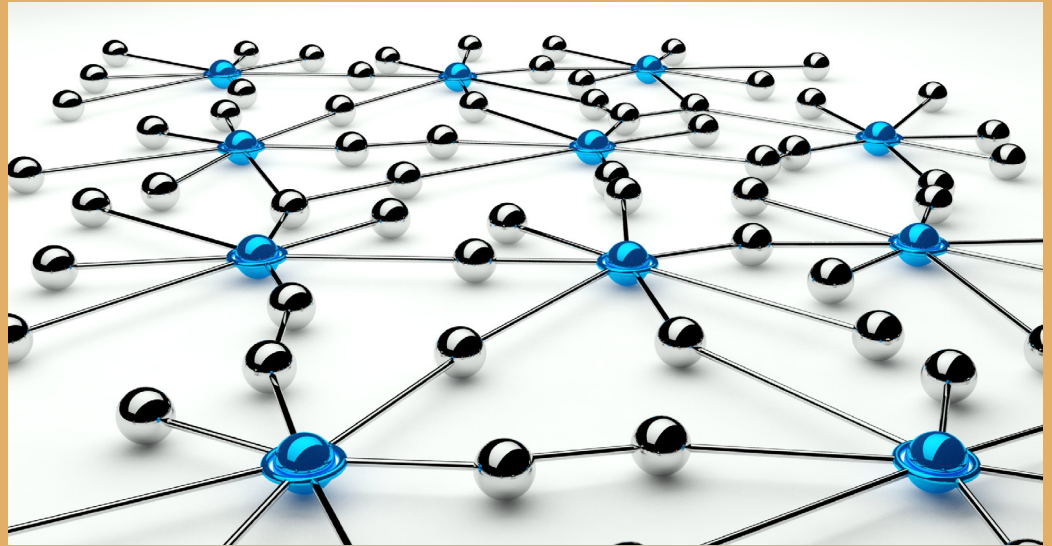
So what does this mean when teaching or communicating aspects of Process Safety Management (PSM) to others?

It means that we should incorporate these brain-friendly strategies into our trainings and discussions to make them more effective and memorable.

Tell Stories

Stories have a tremendous impact. They allow for emotional resonance and can connect the material to the learner’s experiences. There are your stories, the learner’s own stories, and stories from peers and the industry.

In our Five PSM Mindsets™ training, we often show the CSB (Chemical Safety Board) video “Reflections on Bhopal After Thirty Years”. In the video, the devastation makes an emotional impact on the viewer, building a sense of internal motivation to avoid a similar incident at all costs. The CSB video and incident report library is a tremendous resource for industry stories.



Those who have been in the petrochemical industry long enough have their own stories that they have seen or heard or lived through. These can be especially powerful. I will never forget my first supervisor sharing his participation in the incident investigation of an event that resulted in the death of a contractor.

The emotion he displayed – and sobering reality of the potential hazards of this industry – have stayed with me twenty years later.

Use Analogies

Analogies can also be great learning tools because they connect new concepts and ideas to well established mental models. For example, a favorite Provenance presentation demonstrates the Management of Change process via the relatively familiar task of building a fence for your yard.

Make Connections

Another effective tactic is to connect new material to the learner’s current project or responsibilities. Beyond the memory benefits of considering possible applications, there is potential for them to practice the new skill or concept, cementing the learning even further.

In the end, by incorporating these brain-friendly strategies, you will be creating memories that impact how people approach process safety.

