

Market Entry for the Shale Gas Industry

November 12, 2013 Agenda

9:00 a.m. – 9:30a.m.	Welcome - Lance Hummer, Keystone Community Education Council
9:35 a.m. - 10:00 a.m.	Overview & Introductions Susan Hileman, District Director, NWIRC
10:00 a.m. – 11:00 a.m.	Understanding the Shale Gas Supply Chain Matt Henderson, Shale Gas Asset Manager Penn State Marcellus Center for Outreach and Research (MCOR) This session is the foundation for manufacturers interested in becoming suppliers to the shale gas sector. You will gain a superior understanding of the dynamics and trends of this industry, a breakdown of the supply tiers, industry challenges and opportunities for local manufacturers, as well as supplier requirements. Discussions also will include marketing tactics and networking opportunities.
11:00 a.m. – 11:15 a.m.	Break
11:15 a.m. – 12:30 p.m.	Understanding the Shale Gas Supply Chain <i>(continued)</i>
12:30 p.m. – 1:30 p.m.	Lunch - Featuring Guest Speaker: Roger Willis President, Universal Well Services
1:30 p.m. – 2:00 p.m.	Learning Conclusions & Next Steps: Erica Frischmann, NPDP Senior Consultant, Innovation & Business Growth Services Catalyst Connection
2:00 p.m. – 2:30 p.m.	Innovation & Opportunity Assessment The class will be broken into workgroups. Each workgroup will be assigned exercises to help assess their company's opportunities within the shale gas sector.
2:30 p.m. – 2:45 p.m.	Break
2:45 p.m. – 3:45 p.m.	Value Proposition & Action Planning During this exercise, each company will determine their value proposition and develop a 3 – 6 month action plan of their next steps for entering the Shale Gas Supply Chain.
3:45 p.m. – 4:00 p.m.	Class Discussion This discussion will allow companies to share their perceived opportunities and challenges for participating in this sector, and gather feedback from the class to help them overcome their challenges, thus increasing their likelihood of success.

