

DON'T JUST PLAY ONE ON TV

How the AAPL Code and Standards Set Us Apart

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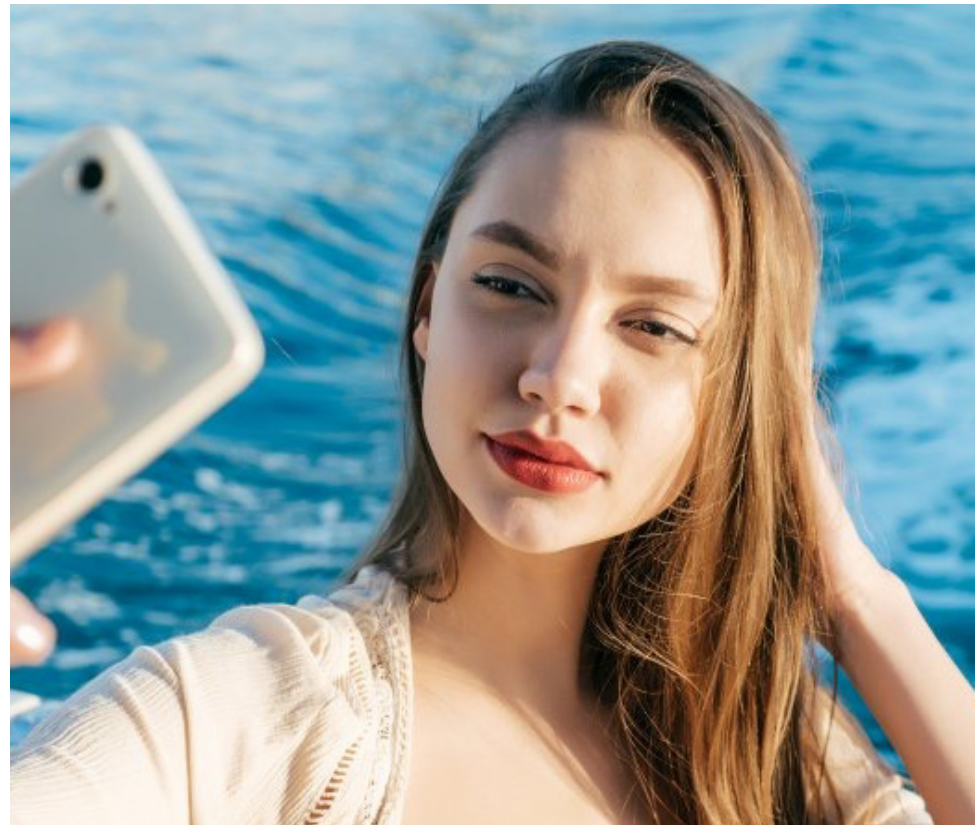
What's the difference between a profession and a job?

- A job becomes a profession when it:
 - requires specialized, advanced education or training, adheres to strict ethical codes, and prioritizes service to others over mere personal gain.
 - Unlike general employment, professions involve high autonomy, recognized expertise, and governing bodies that maintain standards.
 - Many consider licensure to be a key element of “professional” status.

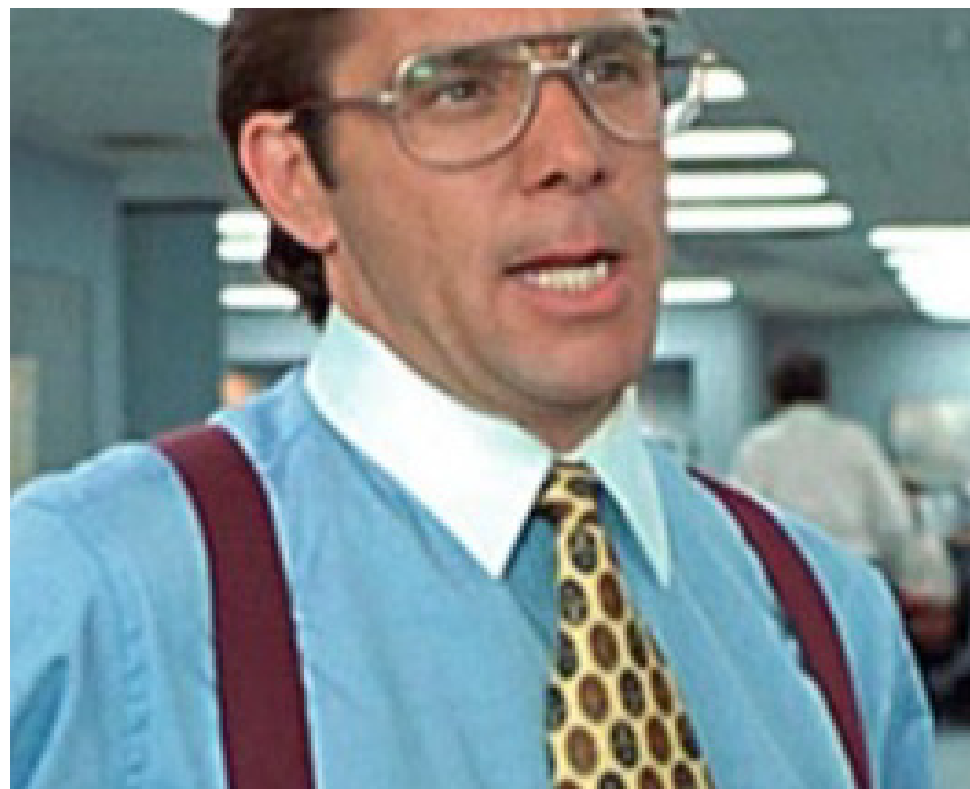
Job or Profession?



“Professional” influencers?



Professional?



“Nothing succeeds like success.” – Alexandre Dumas

- When a TV show or movie depicts a profession as appealing or “cool,” it often generates increased excitement and interest.
- While this can benefit the field, there is also the potential downside of attracting people motivated more by money than by true passion.

Attorneys*

****(only one attorney pictured!)***



Doctors



But doctors don't always get the regal treatment...



Stockbrokers can be portrayed as glamorous...



...or not so impressive.





Anyone recognize this guy?



You should know this one, too!



Not all attention is favorable...

Okay, enough examples – why is being a member so important?

- When landowners work with a member of AAPL, they can feel confident they are working with a landman who operates professionally and ethically.

Why what we do is noble

- Under all is the land. Upon its wise utilization and widely allocated ownership depend the survival and growth of free institutions and of our civilization.
 - (AAPL Governing Principles)

We set a high bar for ourselves – and the roots predate America

- In the area of human endeavor involving trading under competitive conditions, ethical standards for fair and honest dealing can be made increasingly meaningful by an association organized and dedicated not only to the definition, maintenance and enforcement of such standards, but to the improvement and education of its Members. (also from AAPL Governing Principles)

It's not for everyone

- "Such standards impose obligations beyond those of ordinary trading."
- "A land professional, therefore, is zealous to maintain and improve the standards of their calling and shares with fellow land professional's a common responsibility for its integrity and honor."

How much latitude do we grant ourselves?

- “No inducement of profit and no instruction from clients can ever justify departure from these ideals.”
- “In order to inform the Members of the specific conduct, business principles and ideals mandated by the Code of Ethics, the Association has adopted the following Standards of Practice, and every Member shall conduct business in accordance therewith.”

What about when we're "off the clock?"

- The land professional shall not participate in conduct which causes such land professional to be convicted, adjudged or otherwise recorded as guilty by any court of competent jurisdiction of any felony, any offense involving fraud as an essential element or any other serious crime

Never off the clock?

- It shall be the duty of the Land Professional *at all times* to promote and, in a fair and honest manner, represent the industry to the public at large with the view of establishing and maintaining goodwill between the industry and the public and among industry parties.
- The Land Professional, in his dealings with landowners, industry parties, and others outside the industry, shall conduct himself in a manner consistent with fairness and honesty , such as to maintain the respect of the public.
 - Section 1 – AAPL Code of Ethics

Do Members have to put others' interests before their own?

- The Land Professional shall exercise the utmost good faith and loyalty to his employer (or client) and shall not act adversely or engage in any enterprise in conflict with the interest of his employer (or client).
- Further, he shall act in good faith in his dealings with the industry associates.

Do Members have to put others' interests before their own? (*continued*)

- The land professional shall not undertake to provide professional services concerning a property or a transaction where such land professional has a present or contemplated interest, unless such interest is specifically disclosed to all affected parties.
- The land professional shall not acquire personally or for others an interest in property which such land professional is called upon to purchase for their principal, employer or client. Such land professional shall disclose any personal interest in the area which might be in conflict with their principal, employer or client. In leasing any property or negotiating for the sale of any block of leases, including lands personally owned or in which such land professional has any interest, a land professional shall reveal the facts of such ownership or interest to the potential buyer.

Do Members have to put others' interests before their own? (continued)

- If a land professional is charged with unethical practice or is asked to present evidence in any disciplinary proceeding or investigation, **or has direct knowledge of apparent unethical misconduct of another Member**, such land professional shall place all pertinent facts before the proper authority of the American Association of Professional Landmen.
- The land professional shall not accept any commission, rebate, interest, overriding royalty or other profit on transactions made for an employer or client without the employer's or client's knowledge and consent.

Do Members have to put others' interests before their own? (continued)

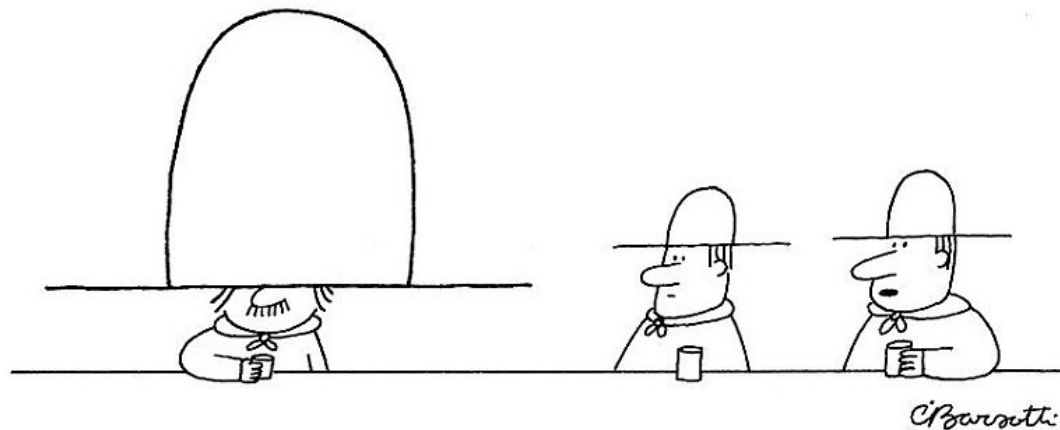
- The land professional shall assure that monies coming into their possession in trust for other persons, such as escrows, advances for expenses, fee advances and other like items, are properly accounted for and administered in a manner approved by the employer or client.
- The land professional shall avoid business activity which may conflict with the interest of his employer or client or result in the unauthorized disclosure or misuse of confidential information.
- The land professional shall at all times present an accurate representation in advertising and disclosures to the public.

“When angry count to ten before you speak. If very angry, count to one hundred.” - Thomas Jefferson

Competition among those engaged in the mineral and energy industries shall be kept at a high level with careful adherence to established rules of honesty and courtesy.

Know your stuff before you speak!

The Land Professional shall represent others only in his areas of expertise and shall not represent himself to be skilled in professional areas in which he is not professionally qualified.



"All hat and no cattle but, my god, what a hat."

THANK YOU

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