



BLACKMATTER CREATIVE
CAPABILITIES



About BlackMatter.

BlackMatter Creative is a full-service creative agency that specializes in evolving and growing businesses through insightful, creative solutions that clarify their message to eliminate confusion and connect with customers.

Our capabilities include:

- Strategy
 - Branding
 - Graphic Design
 - Advertising
 - Web Design
 - Motion Design
 - Environmental Graphics
 - Wayfinding
 - Photography
 - Illustration
-



About BlackMatter.



Paul Woodard *President & Creative Director*

Paul Woodard is the founder of BlackMatter Creative and brings more than 18 years of creative intelligence and design thinking to BlackMatter Creative's clients. His strong creative vision and ability to understand and effectively communicate complex ideas are the basis for his approach to design and brand development. That, plus his natural curiosity for design solutions and unique outlook helps originate innovative, individualized designs.

Paul's expertise includes all aspects of design from complex brand systems including logos, correspondence, graphic style guides, marketing materials and strategy to advertising campaigns, responsive websites and large scale environmental graphics.



Jessica Lytle *Account Manager*

Jessica joined the BlackMatter Creative team in 2021 and brings with her more than 17 years of project and account management experience. She cut her teeth working for ad agencies throughout Dallas and Oklahoma on brand campaigns, both locally and nationally. Jessica is passionate about understanding our clients vision and working collaboratively to discover the most effective and efficient way to communicate their story. She keeps our projects as organized as her desk and is the first one to offer a pun in any given situation — whether asked for or not.



Ben Gennetay *Senior Designer*

Hailing all the way from Strasbourg, France, Ben is a man of many talents. From logos to brochures, print to animation, he can — and has — done it all. For him, the best thing about design is the fact that it is an ever-changing art form. Trends come and go, software evolves and coding languages change, but for Ben, one thing remains the same: discovering a client's passion and translating it into art.



Process is Key.

We believe in a collaborative design process that coalesces our creative strengths with our client's in-depth understanding to produce communications that matter.

SOAK **Strategy and Research**

Because great design starts by understanding your problems, we begin by asking questions. A lot of questions. We work to understand your self-image, goals, audience, project parameters and desired outcomes. We research your intended audiences and study the competition. We define the design problems and discover strategies for solving those problems effectively and memorably.

WASH **Creative Exploration and Design Development**

Here is where we begin to introduce intuitive thinking into our problem-solving process. Through creative thinking exercises and collaborative discourse we develop ideas to visually express your core message. Every choice, from layout and color to type size and style is made with your communication goals in mind. The stand-out ideas are chosen for development into initial concepts and are further refined. We then present the initial concepts to you and work with you to turn these concepts into comprehensive design directions.

RINSE **Production Management and Implementation**

All the planning in the world is wasted without proper execution. At this phase we sweat the details, ensuring that every element works to aid the communication goal of the project. Once the final design is ready to produce, we work with you to create and/or gather needed text and images. We proof and refine the design, check, double-check, proof again and prepare the design for final production. We work closely with all vendors to ensure that your finished product meets our (and your) standards of excellence.

SPIN **Outcome Evaluation**

Our work isn't done after the project delivers. We want to know how it's working. We work with you to gather feedback and evaluate not only how the process went, but also what the response has been from the target audiences.

Relationships, built on trust.

A few of our past and present business partners.



Erhard D. Steiner
Dieter Urban

Signs + Emblems

Work Samples



MetroLink Tulsa

Rebranding

Background

The Metro Tulsa Transit Authority (MetroLink) has been a vital part of Tulsa’s public transportation landscape, connecting people, places, and communities across the region. With a growing demand for modernized services and enhanced connectivity, the organization sought to create a cohesive and inclusive brand that reflected its mission to provide safe and reliable transit options. The rebrand aimed to resonate with diverse audiences, align with the leadership’s vision for growth and prepare the organization for future expansions.



BRAND PROMISE

To safely link people, places and communities in Oklahoma.



MetroLink Tulsa

Rebranding

Solution

BlackMatter Creative in partnership with Propeller Consulting led a comprehensive rebranding effort to redefine MetroLink's identity and position it as a forward-thinking transit authority. This project spanned multiple phases and included extensive research, strategic development and a wide range of design applications.

Research and Engagement:

- Conducted interviews with key stakeholders, including board members, leadership and community influencers, to understand organizational goals and community needs.
- Designed and distributed rider surveys to 2,474 participants, gathering insights into transit usage, perceptions and preferences for naming and branding.
- Facilitated focus groups to test and refine logo concepts and branding applications, ensuring community voices were central to the process.

Naming and Logo Design:

- Developed the new name, MetroLink, to reflect the transit authority's role in linking communities and providing accessible transportation options.
- Designed a modern, versatile logo and visual identity system that embodied MetroLink's mission and brand promise.



MetroLink Tulsa

Rebranding

Brand Development:

Expanded the brand across every facet of the organization, including:

- **Signage:** Clear and recognizable designs for bus stop signs and administrative locations.
- **Vehicle Branding:** Eye-catching bus wraps featuring the new logo and vibrant brand colors.
- **Uniforms:** Driver and mechanic uniforms designed for functionality and visibility.
- **Correspondence System:** Templates for digital and print letterheads, envelopes and business cards.
- **Marketing Materials:** Collateral for social media, promotional campaigns and public outreach.



Brand Launch Event:

- Hosted a celebratory event where the new branding was revealed on three different service vehicles, showcasing the versatility and application of the new identity.
- Included branded giveaways to attendees, reinforcing the new identity and fostering excitement within the community.
- Invited members of the press to cover the launch, amplifying the visibility of the rebrand and its significance for the Metro Tulsa Transit Authority.



MetroLink Tulsa

Rebranding

Impact

The MetroLink rebrand established a bold, cohesive identity that resonates with both traditional and choice riders. The new brand:

- Strengthened community trust and engagement through inclusive and collaborative design processes.
- Created a versatile identity system adaptable for future service expansions and promotional campaigns.
- Reinforced MetroLink's position as a reliable and forward-thinking transit authority committed to connecting Tulsa's diverse communities.

BlackMatter Creative, in partnership with Propeller Consulting, brought strategic and design expertise to the MetroLink rebrand, ensuring that the new identity captured the organization's mission while fostering excitement and pride among its riders and stakeholders.



MetroLink Tulsa

Rebranding

112

Lewis

Destination Points
 Chrysler Towers
 Mohawk Manor
 Orl Roberts University
 Passero
 River Spirit Casino
 Springsdale Shopping Center
 Traica Academy
 Tulsa Health Department
 Tulsa Job Corps
 Victory Christian
 Walmart
 Whitner Library
 YWCA

MetroLink TULSA
 (918) 982-6882 TDD Info 711
 MetroLinkOK.org

@tulsa transit

SAFE PLACE

117

Union → Southwest Boulevard

Destination Points
 Brightwater Apartments
 Dept. of Human Services
 Goodwill Training Center
 Hawley Terrace
 LaFortune Towers
 Main Event Entertainment
 OSU Medical Center
 OSU College of Osteopathic Medicine
 Parkview Terrace
 State Office Building
 Workforce Oklahoma
 Webster High School
 Western Pines Apartments

MetroLink TULSA
 (918) 982-6882 TDD Info 711
 MetroLinkOK.org

@tulsa transit

SAFE PLACE

700

AERO → Peoria

Destination Points
 56th St N
 54th St N
 50th St N (McChain High School)
 46th St N
 38th St N (Tulsa Tech)
 36th St N
 Apache St
 Virgin St
 Pine St
 46th St S
 51st St S
 56th St S
 61st St S
 Denver Avenue Station
 2nd St S & Boulder Ave
 6th St S
 71st St S & Whittington Ave (Sun Only)
 11th St S
 16th St S
 21st St S
 31st St S (Sun Only)
 36th St S
 41st St S
 79th St S

MetroLink TULSA
 (918) 982-6882 TDD Info 711
 MetroLinkOK.org

@tulsa transit

SAFE PLACE

FARES

Fare Option	Adult	Reduced
Cash Ticket Fare	\$2.00	\$1.00
1 Day Pass	\$6.00	\$3.00
3 Day Pass	\$20.00	\$10.00
30 Day LP Book	\$40.00	\$20.00
LINKPASS	\$6.00	-
MOBILE	\$2.00	\$1.00

GoPass
 Plan your trip, buy passes and see your bus in real time all from one app!

Download from the App Store or Google Play

Children (4 and under) ride free with adult. Youth (5-10) ride free with adult. Youth (11-18) ride free with adult and MetroLink Pass. 18 and 19 required. Veterans ride free with adult. Veterans (65+) ride free with adult. LinkPass cardholder ride free with adult. No refunds on fare cards, passes or tickets.

Additional fare information can be found at MetroLinkOK.org

Monday - Friday Lanes - Veterans

MMT Bus #	Station	Denver Ave	Apache Blvd	Virgin Pkwy	Oil Tank	Oil Tank	Virgin Pkwy	Apache Blvd	Denver Ave	Station	MMT Bus #
110	110	110	110	110	110	110	110	110	110	110	110

Saturday Schedule

MMT Bus #	Station	Denver Ave	Apache Blvd	Virgin Pkwy	Oil Tank	Oil Tank	Virgin Pkwy	Apache Blvd	Denver Ave	Station	MMT Bus #
110	110	110	110	110	110	110	110	110	110	110	110

Route 320
 Route 320
 Memorial Midtown Station
 Tinting Point
 Connecting Route
 Increment Weather Route
 No service on Xanthus or Virgin. Buses will travel Apache to Garrison.

Effective Date: 12/08/2014

Your Card is your Pass
 Tap your card with RFID capabilities or Apple Pay, Samsung Pay, and Google Pay on your smartphone and hop on. Your card will be your pass.

Denver Avenue Station Hours
 319 S. Denver, Tulsa, OK
 M-F 8:00am - 11:30pm
 Sat 6:30am - 11:30pm
 Sun 8:00am - 8:00pm
 Customer service desk hours of operation:
 M-F 8:00am - 5:00pm closed 12:00pm - 1:00pm

Memorial Midtown Station Hours
 7952 E 33rd St, Tulsa, OK
 M-F 7:00am - 8:00pm
 Customer service desk hours of operation:
 M-F 7:00am - 4:00pm closed 11:00am - 12:00pm

Holidays
 MetroLink does not operate any bus service on the following holidays: New Year's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day & Christmas Day.

MetroLink Title VI Notice
 MetroLink operates public transit service without regard to race, color or national origin. Any person who believes she or he has been aggrieved by any alleged discriminatory practice approved by any contract or discriminatory practice under Title VI may file a complaint with Tulsa under Title VI or file a complaint with MetroLink. For more information on MetroLink's Civil Rights Program, and the procedures to file a complaint, contact (918) 982-6882 (TDD) 711. MetroLink.org/contact-us at 319 S. Denver Avenue.

A complainant may file a complaint directly with the Federal Transit Administration by filing a complaint with the Office of Civil Rights, Division Title VI Program Coordinator, East Building 5th Floor TTA, 1200 New Jersey Ave, Washington, DC 20590.

If information is needed in another language, contact (918) 982-6882 (TDD) 711.
 For more hours at (918) 982-6882 (TDD) 711.
 MetroLink is a proud equal opportunity employer. We are an Equal Opportunity Employer.
 如需更多其他語言的訊息，請聯繫 (918) 982-6882。
 如需更多其他語言的訊息，請聯繫 (918) 982-6882。

320

Sheridan

Destination Points
 Apache Manor
 Booker T Washington High School
 Bradford Apartments
 Clay Sage College
 Community Care College
 Edewood Apartments
 Kipp Charter School
 Sheridan Lanes
 TTC NorthEast
 TulsaMET
 Wayman Tisdale Clinic
 Grand Mental Health/12&12
 Catholic Charities
 Dept. of Human Services
 Neighbor for Neighbor
 Nathan Hale Library

MetroLink TULSA
 (918) 982-6882 TDD Info 711
 MetroLinkOK.org

@tulsa transit

SAFE PLACE

Background

SGA Natural Gas Association (SGA) is a cornerstone association supporting the natural gas industry, representing over 200 member companies and engaging with a community of 30,000+ professionals. With a focus on education, collaboration and industry innovation, SGA delivers valuable resources through conferences, webinars, awards and publications.

Recognizing the need to elevate and unify their branding across all touchpoints, SGA sought our expertise to enhance their marketing strategy and create a consistent, impactful presence. Our team manages all aspects of SGA's marketing, ensuring a cohesive and impactful strategy that engages its extensive audience and amplifies its mission.

Conference Branding & Support

SGA hosts six in-person conferences annually. We design logos, craft promotional emails, manage social media campaigns and create on-site materials, including environmental branding and printed collateral, to ensure each event resonates with attendees.

Webinar Promotion

With over 20 monthly webinars, we handle targeted promotion across emails and social media, maximizing attendance and member value.

Annual Theme

Each year, we develop a unifying theme with bespoke branding, messaging and logo design to support SGA's overarching commitment to advancing the natural gas industry.



SGA Awards

The prestigious SGA Awards celebrate industry innovation. We create tailored branding, design campaigns and promote the awards program to highlight member achievements and drive engagement.

Quarterly Digital Newsletter

Our work extends to branding, layout design and the seamless distribution of SGA's quarterly magazine, which delivers key insights and updates to members.

Ongoing Support

We provide end-to-end email and social media marketing management, ensuring brand consistency, timely communication and a strong digital presence across all platforms.

Impact

Through strategic, multi-channel marketing, we help SGA effectively reach and engage its members, foster collaboration and reinforce its position as a leader in the natural gas industry.

Southern Gas Association
Natural Gas Champions Campaign

 <p>Empower your team to shape America's clean energy future. Learn to speak confidently at naturalgaschampions.com. #RaiseYourVoice</p> 	<p>I am commitment energy respected an industry leader a natural gas champion.</p> 	<p>I am enthusiasm hard work passion a cut above a natural gas champion.</p> 
 <p>I am confidence resolve a mover and shaker a natural gas champion.</p>	 <p>Empower your team to shape America's clean energy future. Learn to speak confidently at naturalgaschampions.com. #RaiseYourVoice</p> 	 <p>Empower your team to shape America's clean energy future. Learn to speak confidently at naturalgaschampions.com. #RaiseYourVoice</p> 

Southern Gas Association
Conference Branding + Signage



TCEPC WEDNESDAY FEB 7		TIME
SESSION		
Fossil to Future: Reducing Emissions by Harvesting Thermal Energy		10:45 AM -
FERC Air Emissions and Modeling		12:45 PM -
Methane Quantification Methodologies: Using Direct Measurement vs. Emission Factors		2:00 PM -
Current Landscape of Carbon Emissions- Neutral, Net Zero, etc		3:15 PM -



Southern Gas Association Conference Guidebooks



WELCOME!

WE ARE EXCITED TO WELCOME YOU TO THE 2024 SPRING GAS CONFERENCE IN HISTORIC COLUMBIA, SOUTH CAROLINA!

All of this would not have been possible without the Spring Gas Planning Committee. I am proud to be part of such a phenomenal team and extend my sincere appreciation to each of you & it is exciting to see our vision and hard work come to fruition.

The content for this conference was carefully selected and cultivated to provide a robust experience that contains sessions where we can continue to grow within the industry and discuss topics that are pertinent to our continually changing energy landscape.

Whether this is your first event, or you've attended multiple events, I urge each of you to fully engage in the conference — share your experiences within the classrooms, spend time with exhibitors learning how their products and services can support your company's needs, attend the all-new Tech Update and meet in networking opportunities.

I look forward to attending this event each year. I am thankful for the relationships that I have formed throughout my years attending SGA events. I'm excited to catch up with these familiar faces, but also meet new people and foster new relationships amongst those in our industry. I encourage each one of you not only to build on the relationships that you currently have, but to take full advantage of the opportunity to meet someone new this week.



MICHELLE WISZ
SOUTHERN GAS ASSOCIATION
Spring Gas 2024 Planning Committee Chair

4 SPRING GAS CONFERENCE

PLANNING COMMITTEE

SPECIAL THANKS TO OUR SPRING GAS 2024 PLANNING COMMITTEE

 MICHELLE WISZ SOUTHERN GAS ASSOCIATION	Michelle Wisz, Chair Southern Gas Assn Scott Fabelo, Co-Chair Data Energy	Jack Bowman Duckburg Energy Scott Brinkman NRC Central Julie Brown DTE David Hawkins Southern Gas Assn John Hornsby Duckburg Energy	Mike Jaron EPCO Johnathan Todd Central Southern Bradley Siz EPCO Zachary West Duckburg Energy
---	---	---	--



SOUTHERNGAS.ORG 5

About the SGA Executive Conference

The SGA Executive Conference is one of the natural gas industry's premier executive conferences spanning nearly five decades.

This year's agenda is designed to tackle the pressing challenges of attracting, training, and retaining the next generation of natural gas experts while navigating potential regulatory changes, understanding market supply and demand dynamics, and capitalizing on the opportunities of the AI revolution. Our market supply and demand panel will flow deep into the forces driving business success, offering insights that can shape energy decisions for the future. Engaging presentations and dynamic panels will empower executives to lead their companies through transformation, ensuring both future prosperity and industry relevance.

Featuring top-tier experts from within and beyond the natural gas sector, our program promises inspiring discussions, fresh perspectives, and actionable insights. With networking at the heart of the SGA Executive Conference, you'll connect with some of the industry's most influential leaders and engage in meaningful exchanges that directly address your business challenges, offering real pathways to drive impact and innovation. SGA Executive Conference aims to create a collaborative, solution-oriented environment focused on thought leadership and building relationships.

INNOVATING LEADING TOPICS

IRMAA Deputy Director **Tristan Brown** addresses industry challenges, emphasizing collaboration and informed decision-making to drive impactful progress in energy safety and regulation.

AI visionary and former Microsoft Chief AI Officer **Sophia Velantopoul** shares strategies to connect tech with business, driving innovation and growth.

Former EERC Chair **James Dancy** shares expert insights on U.S. energy policy and strategic regulatory initiatives shaping the industry's future.




ATTENDEE BREAKDOWN

- 22% The Producer
- 22% The Distributor
- 33% The Regulator
- 20% The Energy Consumer

1 EXECUTIVE CONFERENCE 2024



TABLE OF CONTENTS

 SPEAKER James Dancy	 KEYNOTE SPEAKER Sophia Velantopoul	 AGENDA
 2024 CHAIRMAN'S THEME	 SPEAKER Tyler Tomic	 CONFERENCE ATTENDEES
 SPEAKER Tristan Brown	 LOCATION MAPS	 SPONSOR BIOGRAPHIES
 WiFi ACCESS Name: EnergyWorldNet Password: EnergyWorldNet Sponsored by: Energy WorldNet	 SPONSOR BIOGRAPHIES	 WiFi ACCESS Name: EnergyWorldNet Password: EnergyWorldNet Sponsored by: Energy WorldNet

DRIVING ENERGY RELIABILITY BY STRENGTHENING AND GROWING OUR NATURAL GAS INDUSTRY

EXECUTIVE CONFERENCE

Driving energy reliability by strengthening and growing our natural gas industry.

NOV 2-5 2024

SGA

Southern Gas Association
Chair Theme

source: World Resources Institute

Human waste doesn't have to go to waste. It can be used to produce clean-burning RNG.

Innovating to a clean energy future.

source: Iea.org

Carbon capture technology can help natural gas plants reach near-zero CO2 emissions.

Innovating to a clean energy future.

Turning waste into resources. 100% carbon reduction from biomass.

Innovating to a clean energy future.

Southern Gas Association
8 hrs ·

The #natgas industry adds 1 new customer every minute nationwide. #EnergyYouCanCountOn to fuel a vibrant economy.

1
new customer every minute

#EnergyYouCanCountOn

56 2 Comments

Like Comment Share

65%
decline in CO2 emissions

Between 2005 and 2019, 65% of the decline in CO2 emissions in the U.S. electric sector was due to a shift from coal-fired to natural gas-fired generation.

#EnergyYouCanCountOn

Southern Gas Association
8 hrs ·

187 million Americans use #natgas in their homes. #EnergyYouCanCountOn to fuel a vibrant economy.

187 million

187 million Americans use natural gas in their homes.

#EnergyYouCanCountOn

56 2 Comments

Like Comment Share

Energy You Can Count On **365**

RECOGNIZING THE GAME-CHANGERS AND TEAM PLAYERS



SGA AWARDS 2024

ACCEPTING NOMINATIONS UNTIL APRIL 5

DEBATE AND DISCUSS THE CHALLENGES NATURAL GAS FACES
REGISTER NOW



TCEPC FEB 6-8 ORLANDO, FL

LEADERSHIP KEYNOTE PANEL: FUTURE OF THE INDUSTRY



BRYAN BATSON Southern Company Gas
RODNEY BLEVINS Dominion Energy
SASHA WEINTRAUB Duke Energy

2024 SPRING GAS CONFERENCE MAR 18-20 COLUMBIA, SC

EXPERT-LED TRAINING
AGENDA RELEASED



APR 3-5 Atlanta, GA
MANAGEMENT CONFERENCE

ROOMS ROOMS ROOMS

WESTIN ✗
HILTON ✗
MARRIOTT ✓

BOOK NOW. THEY ARE GOING FAST.



OCT 6-9 TAMPA, FL

LIVE VIRTUAL
MAR 12



LEARNING, DEVELOPMENT, & LEADERSHIP

CUSTOMER COMMUNICATIONS: BEST PRACTICES AND LESSONS LEARNED

SGA

SGA APR 30 - MAY 3
IN-PERSON WORKSHOP AT DNV AND ROSEN IN COLUMBUS, OHIO


Learn to **SELECT THE APPROPRIATE INTELLIGENT PIG(S)** for the potential defects in a pipeline.
ADVANCED INLINE INSPECTION WORKSHOP



SGA AUG 14

Provide a better understanding of the **CLIMATE RISK DISCLOSURE** frameworks for reporting purposes.


DEVELOPING THE ESG EXPERT
PART III: NAVIGATING CLIMATE RISK AND REPORTING



LEVEL 3 NATURAL GAS ESG EXPERT
SOUTHERN GAS ASSOCIATION

SGA APR 11

Share possible successes and failures in our **CYBER APPROACH AND PROGRAM IN OT.**
CYBERSECURITY: WHAT IS THE CORRECT AMOUNT?



SOUTHERN GAS ASSOCIATION QUARTERLY NEWSLETTER

THE LINK



REFLECTING ON A REMARKABLE YEAR & LOOKING AHEAD TO 2025

**ISSUE 4
DEC 2024**

EXPANDED ON-DEMAND TRAINING OPPORTUNITIES

Your professional development journey just got stronger. SGA Conference now offers 81 new training modules and 8 certificate programs – tailored training designed to equip natural gas professionals with critical skills.

THE POWER OF SGA CONFERENCES

Experience valuable technical sessions, interactive panels, and case studies addressing real-world challenges. With 9 conferences a year, SGA's value for every corner of the industry.



CARBON SEQUESTRATION

An Informative Guide for a New Industry by Rose A. Abney



Carbon capture is emerging as a transformative solution in the fight against climate change, offering the natural gas industry a pathway to significantly reduce CO₂ emissions. This technology not only captures the greenhouse gas but also provides a valuable byproduct: high-purity natural gas. As the industry continues to grow, understanding the benefits, challenges, and future of carbon capture and storage (CCS) is essential for stakeholders.

Key Considerations for Carbon Sequestration Implementation

1. **Site Selection**
Determining the ownership of underground storage spaces, or "post space," is a foundational aspect of carbon sequestration. In most states, post-space ownership is assigned to surface landowners, but interpretations can vary. Clear legal definitions and compensation structures are essential to avoid disputes and ensure that property owners are fairly compensated for the use of their land.

2. **Monitoring and Verification**
Rigorous monitoring, reporting, and verification (MRV) protocols are critical to the long-term success of carbon sequestration. These measures ensure that CO₂ remains securely stored underground, preventing leaks and protecting the environment. Advanced monitoring technologies, including seismic imaging and real-time sensors, are a key role in maintaining public trust and regulatory compliance.

3. **Community Engagement**
Many companies in the natural gas sector are leveraging their resources to enhance their sustainability initiatives. By reducing the financial burden to entry, Section 45Q has spurred innovation and investment in carbon capture technologies. Many companies in the natural gas sector are leveraging their resources to enhance their sustainability initiatives. By reducing the financial burden to entry, Section 45Q has spurred innovation and investment in carbon capture technologies. Many companies in the natural gas sector are leveraging their resources to enhance their sustainability initiatives. By reducing the financial burden to entry, Section 45Q has spurred innovation and investment in carbon capture technologies.

4. **Regulatory Framework**
The regulatory framework for CCS is still evolving. Key regulatory milestones include the issuance of the first Class VI permit, which allows for the construction of new CCS facilities. The Department of Energy is also working on finalizing the rules for the use of Class VI permits. The regulatory framework for CCS is still evolving. Key regulatory milestones include the issuance of the first Class VI permit, which allows for the construction of new CCS facilities. The Department of Energy is also working on finalizing the rules for the use of Class VI permits.

With 3,000 metric gigatons of storage capacity, the U.S. is poised to lead global carbon capture efforts.

Federal Incentives

Driving Innovation
Federal policies, such as the Section 45Q tax credit, have been instrumental in accelerating carbon sequestration projects. The tax credit provides financial incentives for each ton of CO₂ captured and stored, making CCS projects economically viable for a wide range of applications. By reducing the financial burden to entry, Section 45Q has spurred innovation and investment in carbon capture technologies.

Conclusion: Advancing Sustainability Through Innovation

Carbon sequestration represents a critical strategy for reducing CO₂ emissions and advancing sustainability in the natural gas industry. By addressing key challenges—such as pre-space ownership, siting, and monitoring—states and private entities can unlock the full potential of this transformative technology. With robust regulatory frameworks and careful implementation, the U.S. is well-positioned to lead global efforts in carbon sequestration.

HYDROGEN: THE NEXT FRONTIER IN ENERGY EVOLUTION



**PRESENTED AT OPSCON
PRESENTERS: JIM FRANCIS AND TIM HARRIS, P.E.
COMPANY: ENTRUST SOLUTIONS GROUP**

As the energy industry looks toward a future with reduced carbon emissions, hydrogen emerges as a key player. Hydrogen, derived from the clean word meaning "maker of water," is abundant and energy-rich molecule with significant potential. This article is a highlight of the session presented at the SGA Operations Conference held on Thursday, July 23, 2024, and explores the opportunities of hydrogen. How it compares to natural gas and

3 KEY TAKEAWAYS:

- Hydrogen's Versatility**
Hydrogen offers many similarities with natural gas, both as a colorless, odorless, and tasteless—but offer to key uses that present new challenges for energy systems. For instance, hydrogen's boiling point is much lower than natural gas, requiring more extensive conditions for separation.
- Safety First**
Working with hydrogen presents distinct safety challenges due to its highly invisible pale blue flame and extremely low radiant heat. This means that, unlike natural gas, hydrogen flames are hard to detect by sight or feel. Additionally, hydrogen's flame speed is much higher than that of natural gas, increasing the likelihood of flashback. In the phenomenon, the flame burns back into the nozzle of the gas flow, but faster than the flame speed.
- Best Practice**
Systems using pure hydrogen should incorporate flashback arrestors and proper flame detection technology. Engineers and operators must also ensure that gas flow at a velocity greater than the flame speed to prevent flashback. Specialized safety protocols, such as integrating advanced leak-detection and repair systems, should be in place to mitigate these risks.

Blending Hydrogen with Natural Gas
One way to lower carbon emissions without overhauling existing infrastructure is to blend hydrogen with natural gas. However, this presents another set of challenges. A 10% hydrogen blend, for example, results in a 10% increase in the volume of gas needed to deliver the same energy as natural gas alone due to hydrogen's lower BTU value per cubic foot.

Best Practice
To implement hydrogen blending effectively, companies should start with pilot projects that gradually increase the percentage of hydrogen in the mix. It's crucial to conduct extensive safety assessments and monitor performance to ensure the system can handle the increased gas volume and changes in energy density.

THE SURPRISE "AHA!" MOMENT:
A surprising insight that emerged from the presentation is hydrogen's minimal radiant heat during combustion. This property allows people to stand much closer to a burning hydrogen flame than they could to a natural gas flame, without feeling the intense heat.

This presents an unexpected advantage: lower risks of heat-related hazards in industrial or commercial environments where radiant heat is a concern. Hydrogen could offer a safer alternative. For instance, workers could safely perform tasks closer to hydrogen flames and around operations in environments like welding or high-temperature manufacturing.

While hydrogen's low radiant heat may seem like a minor feature, it opens the door to broader potential for specific applications. In fields where controlling heat is essential, hydrogen might bring unexpected effectiveness that go beyond carbon reduction.

BEST PRACTICES FOR HYDROGEN INTEGRATION:

System Safety Review: Hydrogen demands a comprehensive approach to safety. Conducting detailed safety reviews for each design phase—30%, 60%, 90%—is essential to address all necessary safeguards as implemented. This includes identifying potential failure modes, establishing robust detection systems, and ensuring proper flame arrestors and leak-detection applications. A thorough review board meeting (RBM) should be convened to anticipate potential risks.

DATA-DRIVEN SUSTAINABILITY: ADVANCING CLEAN ENERGY COLLABORATION FOR POWERING THE DIGITAL WORLD



**ISSUE 2
OCT 2024**

CONFERENCE RECAPS
Your gateway to unlocking the most valuable insights from SGA's recent events. Distilling hours of expert discussions, groundbreaking ideas, and pivotal moments into a concise, engaging summary. SGA Conference's offer a treasure trove of knowledge, connecting you to key trends and influential voices. Discover what you've been missing.

ALL-ACCESS IN A NUTSHELL
All Access is not only enhancing educational content but also ensuring that every individual can benefit from a richer, more inclusive learning experience.



Trust Company Oklahoma

Advertising — Print



IT'S YOUR LEGACY.
LET US HELP YOU
PROTECT IT.

Oklahoma families have trusted us to manage their assets because we listen to their plans, needs and hopes. We then respond with guidance held to a fiduciary standard.

 **Trust
Company Oklahoma**

TRUSTOK.COM

TULSA (918) 744-0553
OKLAHOMA CITY (405) 840-8401

WEALTH MANAGEMENT WITH
OKLAHOMA ROOTS.®



ARE YOU LEAVING YOUR FAMILY
YOUR MONEY? OR A MESS?

While it's on the job, it should be working safely. We can see to that. And we'll do so without commissions. Can we arrange an interview?

 **Trust
Company Oklahoma**

TRUSTOK.COM

TULSA (918) 744-0553
OKLAHOMA CITY (405) 840-8401

WEALTH MANAGEMENT WITH
OKLAHOMA ROOTS.®

Trust Company Oklahoma

Advertising — Print



YOU RETIRE.
YOUR MONEY SHOULDN'T.

While it's on the job, it should be working safely. We can see to that. And we'll do so without commissions. Can we arrange an interview?

 **Trust Company Oklahoma**

TRUSTOK.COM

TULSA (918) 744-0553
OKLAHOMA CITY (405) 840-8401

WEALTH MANAGEMENT WITH
OKLAHOMA ROOTS.®



WE BEGIN BY LISTENING.

Financial growth and safety begins with Trust. Your financial health should be built upon your own concerns and goals. That's where we begin. Let's do that. Let's talk about you.

 **Trust Company Oklahoma**

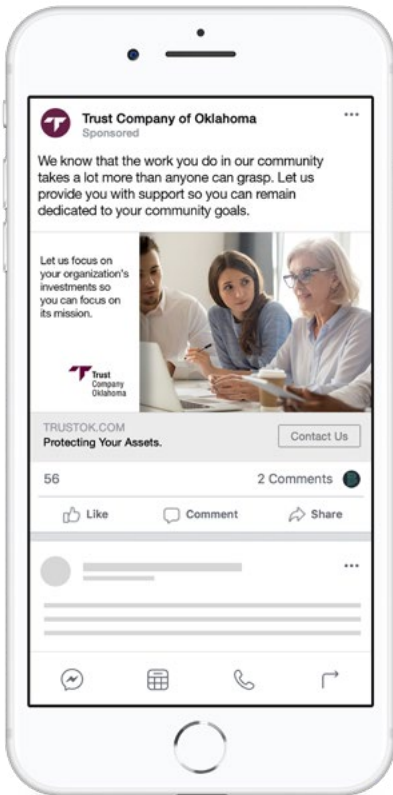
TRUSTOK.COM

TULSA (918) 744-0553
OKLAHOMA CITY (405) 840-8401

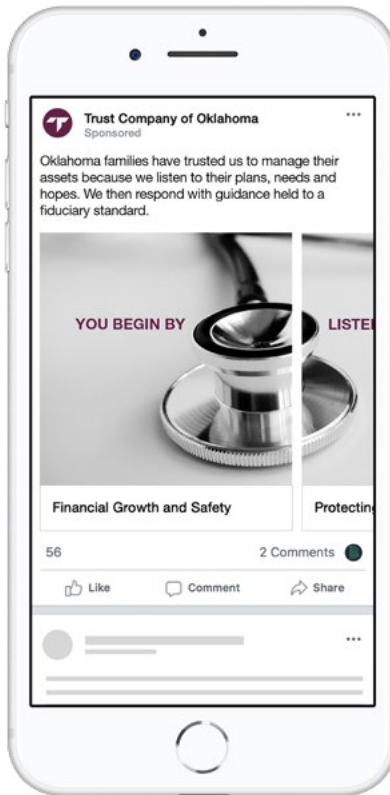
WEALTH MANAGEMENT WITH
OKLAHOMA ROOTS.®

Trust Company Oklahoma

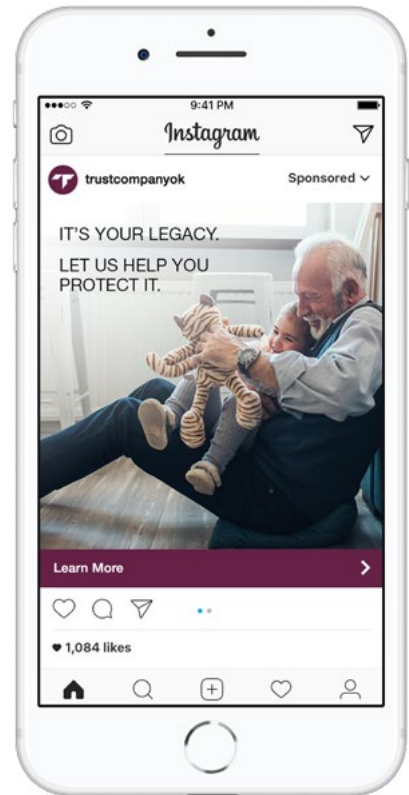
Advertising — Social Media




Facebook – Photo



Facebook – Carousel



Instagram – Carousel



FULLY BUNDLED PROVIDER.

A one-stop retirement plan solution that's anything but one-size-fits-all.

Customize Your Plan

Your business is not like every other business, so why should you sign up for a one-size-fits-all retirement plan?


Since 1961
helping business leaders and their employees save for retirement.

Objectives for Your Plan.
While every retirement plan is intended to prepare employees for retirement, our experts can assist with identifying plan features that meet your company's needs for recruitment and retention.


Maximizing the Benefit of Employer Contributions.
Let our experts work with you to determine the types of contributions that best meet your specific needs—whether it be through a safe-harbor match, a discretionary match, or a profit sharing contribution.

Design Your CUSTOM PLAN
Our seasoned professionals can truly tailor every aspect of your plan.


Participant Education




Recordkeeping




Compliance Testing




Select & Monitor Investment Funds



Understand Your Retirement Plan Needs



TrustOK.com Retirement Plan Solutions | 7



WE TAKE IT A STEP FURTHER.

We can alleviate the personal liability you assume if you currently serve as trustee of a qualified retirement plan.

Share the Liability


The Employee Retirement Income Security Act of 1974 (ERISA) requires that all qualified retirement plan assets be held in trust and managed by trustees.

Over \$1 billion
in retirement assets under management.

Fiduciary Liability & Conflicts of Interest.
It is not uncommon in smaller companies that a member of the management team acts both as the plan sponsor and as plan trustee. Conflicts of interest may arise. In addition, accumulating these responsibilities can be labor-intensive. It is a liability burden.

We Are Your Buffer.
A corporate discretionary trustee can provide an invaluable buffer between the plan sponsor and the plan assets, while performing a variety of administrative functions.

Discretionary Trustee.
Having a corporate discretionary trustee allows the fiduciary responsibility to be shared, reducing potential conflicts of interest. In accepting this role, Trust Company of Oklahoma has complete responsibility for the assets of the plan, including the selection and monitoring of investments.



TrustOK.com Retirement Plan Solutions | 11

BLACKMATTER CREATIVE

EMAIL paul@blackmattercreative.com TEL 918 600 4040 WEB blackmattercreative.com



Sustainable Funding for Your School. Your Income Tax. Statewide Impact. Student Success.

LaunchOK — the STEM and Aerospace Education Fund of Oklahoma — partners with businesses and individuals to redirect state income tax into sustainable funding awarded to public PreK-12 schools to connect classrooms to STEM and aerospace careers.

Why It Matters

- ▶ **High-Demand Careers:** Oklahoma's aerospace & STEM industries are booming, and schools must equip students to lead in this highly innovative economy.
- ▶ **Tools + Support = Transformation:** LaunchOK funds provide more than just resources. Gain access to the training, stipends, and strategy that turn tools into student success.
- ▶ **A Growing Fund for Your School:** LaunchOK creates sustainable funding from redirected tax dollars, helping schools plan long-term and invest where it matters most, ending the cycle of chasing one-off grants.
- ▶ **Builds the Future:** Investments in students today create the innovators and workforce Oklahoma needs tomorrow.

- ✓ **No matching funds required**
- ✓ **No complicated grant writing**
- ✓ **No strings attached**
Schools retain local control

How It Works

1. **Businesses and individuals donate to LaunchOK** by redirecting part of their state income tax.
2. **LaunchOK awards funding to public schools** across Oklahoma to support STEM and aerospace education.
3. **Donors receive up to 75% in Oklahoma tax credits** — plus federal/state deductions.
4. **Your students benefit from classroom resources** events, certifications, and teacher support.

Your Role in Growing Impact

1. **Open Doors:** Introduce us to parents, alumni, and business partners who can redirect their tax dollars.
2. **Empower Students:** Apply for LaunchOK funding and build lasting programs.
3. **Sustain What Works:** Use LaunchOK to make innovation permanent — not a one-time grant.

Your Next Step with LaunchOK.
We're here to help you get started.
Email sarah@LaunchOK.org or visit LaunchOK.org

BUSINESSES

What if your tax dollars could build Oklahoma's future workforce?

Imagine every public school in Oklahoma from Tulsa to Tishomingo — equipped with the technology, training, and talent to launch the next generation of innovators.

That future is already within reach through LaunchOK, where Oklahoma businesses can redirect their state income tax to fuel STEM and aerospace education across the state — turning tax dollars into long-term opportunity for students, teachers, and schools.

The Opportunity

Oklahoma's innovation economy is accelerating, but many schools lack the tools to keep pace. LaunchOK empowers businesses to direct their state income tax toward renewable, school-directed funding for STEM and aerospace programs.

It's a measurable investment that's both impactful and financially smart, keeping Oklahoma's talent pipeline strong.

How It Works

Redirect your OK state income tax to LaunchOK

Fund STEM and aerospace programs in public PreK-12 schools.

Receive state tax credits + federal/state deductions.

Businesses can earn up to 75% in Oklahoma tax credits, plus federal and state deductions, while directly shaping tomorrow's engineers, technicians, and innovators.

This isn't a donation that disappears into red tape.
It's a measurable investment in the talent pipeline that powers Oklahoma's future.

The Result

Without LaunchOK — and leaders like you — the promise of STEM and aerospace education would remain out of reach for many Oklahoma students.

Your investment fuels real change: schools gain lasting tools, teachers stay in the classroom, and students step confidently into the state's fastest-growing careers.

Take Action

To request information or make a contribution visit LaunchOK.org or scan the QR code.

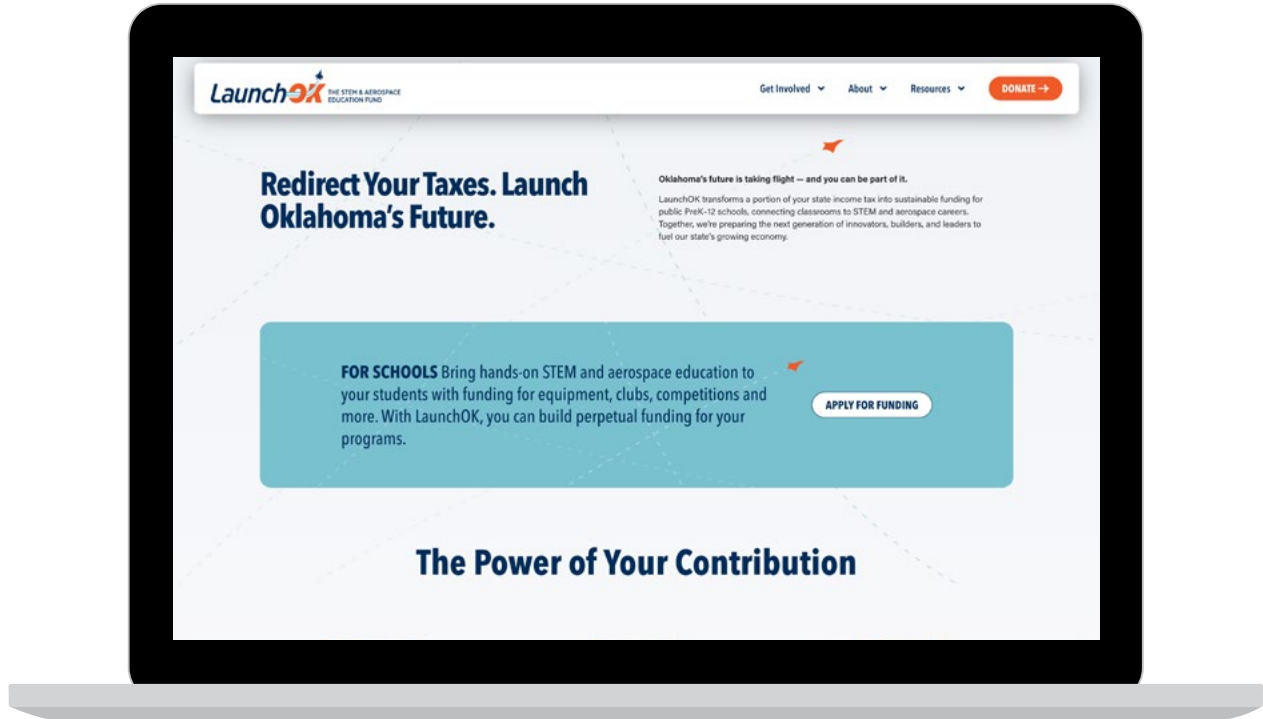
LaunchOK THE STEM & AEROSPACE EDUCATION FUND
LaunchOK.org | 918.412.7173
LaunchOK is a 501(c)(3) charitable organization and registered Educational Improvement Grant Organization (EIGO).

Your Income Tax. Statewide Impact. Student Success.

launchok.org

Sarah Guardiola
Chief Executive Officer
918.412.7173
sarah@launchok.org

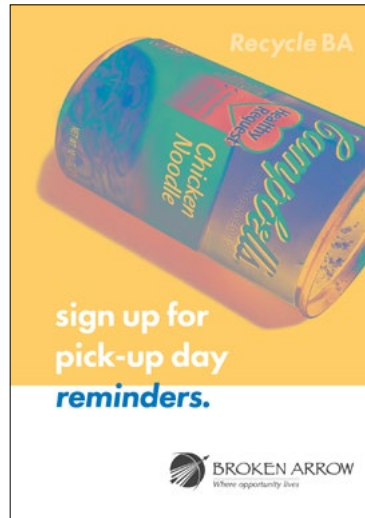
7033 E. 63rd Pl. STE 300
Tulsa, OK 74133



www.LaunchOK.org

Recycle BA

Recycle & Trash Pilot Program Campaign



Postcards

The City of Broken Arrow offers a convenient way for you to get reminders about your trash and recycling pick-up day. Subscribing to both methods will help you stay on top of the new schedule. They also provide a convenient way to ask questions and report any problems.

- 1 Visit BrokenArrowOK.gov/alert and sign up to receive **automated phone calls**. These weekly messages will remind you of your pickup day and other basic instructions. You can unsubscribe via the website at any time.
- 2 Visit ActionCenterBA.com and download the **Action Center BA App** to your mobile device.
 - Use the app to report concerns and ask questions throughout the pilot program.
 - When reporting an issue or question, be sure to select Recycling under Issue Title/Category.
 - Requests are continually monitored during business hours, and responses are typically sent within 24 hours.

RecycleBA.com

Brochure

Information About Your Recycling Pilot Program

We appreciate your participation in Broken Arrow's recycling pilot program! The City is excited to kick off this program and evaluate adding recycling to our existing trash services. A 2016 customer survey showed great interest in recycling, and many other cities have seen great success with similar curbside recycling programs.

General Facts

- The pilot program will operate for four months beginning **January 23, 2019**.
- You will receive a **blue cart** for curbside recycling.
- You will continue to use trash bags to dispose of **trash/refuse** at the curb.
- Your trash and recycling material will be picked up **once a week on Friday**.
- Recycling is encouraged, but is not required.
- Participation in the recycling pilot program will not affect your sanitation service rates.
- Cart Dimensions: 95 Gallon Capacity, 44" high, 30" wide, 33" deep. Cart weight limit is 330 lbs.

Pick-up Time

- Everything to be picked up must be set at the curb, by **7:00 am** on the regular pickup day.

Recycle These

Cans, glass, plastic and paper from the kitchen, laundry and bath.

- Cans**
Aluminum & Steel
- Glass**
Bottles & Jars
- Plastic**
Bottles, Jars & Tubs
- Paper & Cardboard**
Flattened & Dry

Trash These

Anything from the garage, shed or yard.

- Tanglers**
Hoses, Chains & Wire
- Clothing**
Consider Donating
- Diapers**
& Other Soiled Items
- Styrofoam**
- Plastic bags**

Recycle BA
Recycle & Trash Pilot Program Campaign

Recycle These

Cans, glass, plastic and paper from the kitchen, laundry and bath.

- Cans**
Aluminum & Steel
- Glass**
Bottles & Jars
- Plastic**
Bottles, Jars & Tubs
- Paper & Cardboard**
Flattened & Dry

Trash These

Anything from the garage, shed or yard.

- Tanglers**
Hoses, Chains & Wire
- Clothing**
Consider Donating
- Diapers & Other Soiled Items**
- Styrofoam**
- Plastic bags**

RecycleBA.com My Pickup Day is
MON TUE WED THU FRI

Recycle Can Sticker

right on!

We noticed you are doing great!
Every time you recycle, and recycle right, you reduce waste, conserve resources, and support this program.

Keep up the good work!

BROKEN ARROW
Where opportunity lives

Door Hangers

oops!

A Friendly Reminder

Recycle right. Please review the recyclables that are accepted. Contamination wastes resources and increases costs.

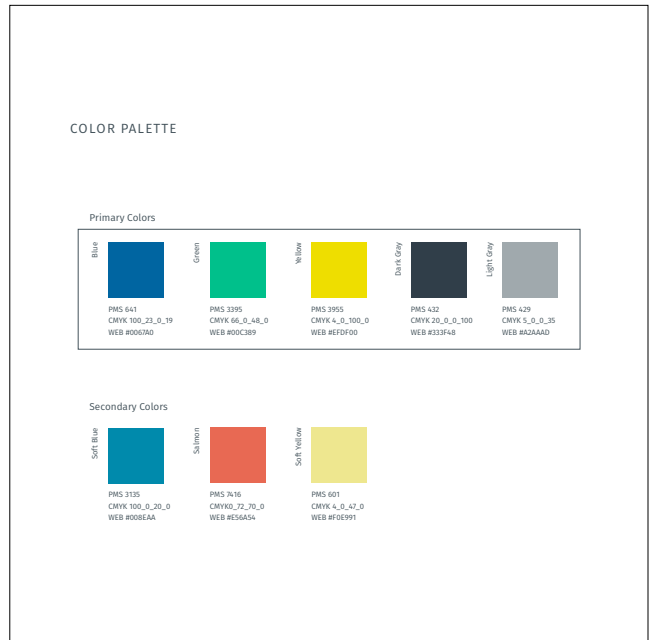
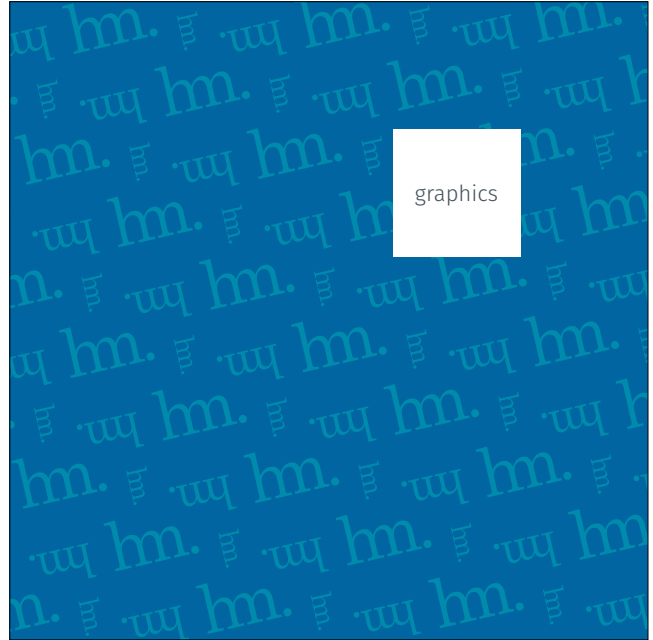
Hang loose. It's important that we don't put recyclables in plastic bags of any type.

Watch out. Be sure to place your cart at the curb by 6 am with direct access to the street. You can protect worker safety and efficiency.

BROKEN ARROW
Where opportunity lives

Healthy Minds Policy Initiative

Logo & Branding



Healthy Minds Policy Initiative

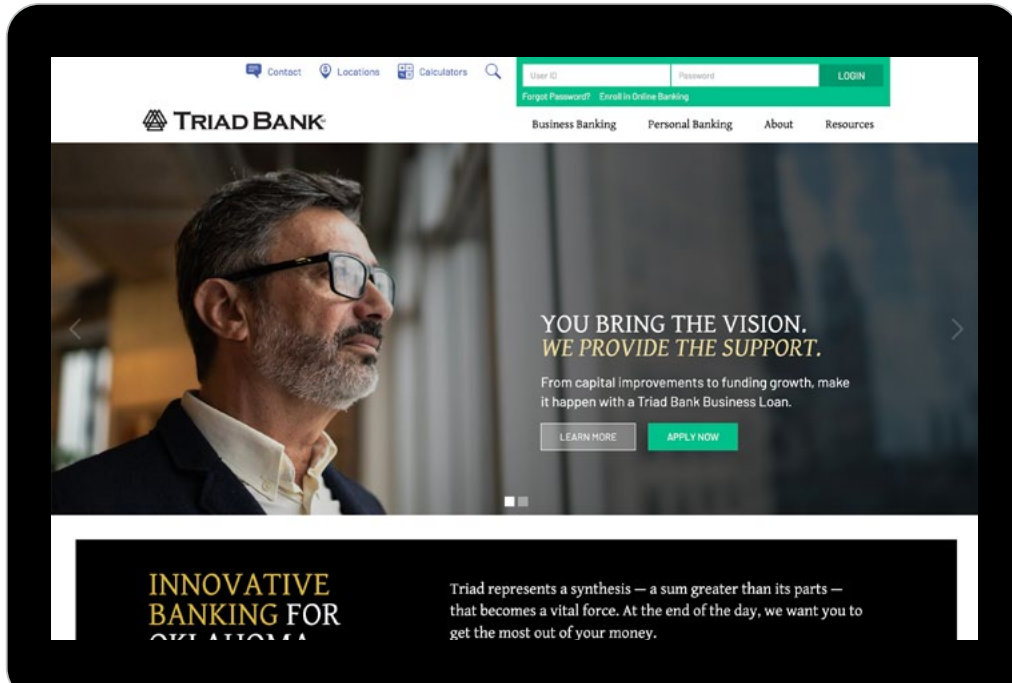
Logo & Branding





Triad Bank

Web Design



www.TriadBank.com

ONE Gas
Advertising



**YOU SEE DIRTY BOOTS.
WE SEE HARD WORK
AND DETERMINATION.**

A BETTER TOMORROW STARTS TODAY.

 **ONE Gas**

Proud supporter of **Habitat for Humanity.**

www.onegas.com



**YOU SEE A
STUFFED BEAR.
WE SEE A PROMISE
OF HOPE.**

We partner with organizations like the **Boys & Girls Club** because we understand that providing hope...changes lives. Whether it's donating toys to kids who need a companion or giving time to children who need support. We're providing the fuel to ignite their hearts—for a better tomorrow.

 **ONE Gas**

www.onegas.com



**YOU SEE CRAYONS.
WE SEE THE TOOLS
FOR SUCCESS.**

We firmly believe that children hold the keys to a promising future. That's why we do our part today—to provide the tools they need to succeed tomorrow. Every year, we proudly partner with organizations to provide much needed school supplies to local children. It's just our way of fueling the future—and a better tomorrow.

 **ONE Gas**

www.onegas.com



**YOU SEE FLAMES.
WE SEE WARM,
WINTER NIGHTS.**

We like to think we do more than provide natural gas for your home. We provide the comfort that encourages togetherness. **Fuel the family.**

 **ONE Gas**

www.onegas.com

1st Step Male Diversion Program

Web Design



www.KidneyCareOK.com

USA BMX

Fundraiser Brochure

“USA BMX IS MAKING A SUBSTANTIAL COMMITMENT TO OUR COMMUNITY AND WE COULD NOT BE MORE EXCITED TO BRING AN OLYMPIC SPORT AND ITS NATIONAL AUDIENCE TO THE HISTORIC GREENWOOD DISTRICT.”
Mayor G. T. Bynum



STEP UP FOR A HISTORIC OPPORTUNITY



USA DOMINATES OLYMPICS.
 1 GOLD, 2 SILVER, 2 BRONZE.




USA BMX WHERE WE'VE BEEN 3

WHERE WE'VE BEEN

BMX WAS BORN in California in the late 60's as kids emulated motocross riders on their bikes.

- FOUNDED IN 1977
- NATIONAL BMX HALL OF FAME IN 1985
- OLYMPIC SPORT IN 2008
- HEADQUARTERED IN GILBERT, AZ
- MOVING TO TULSA, OK 2020
 HEADQUARTERS, HALL OF FAME MUSEUM, NATIONAL TRACK STADIUM



2 WHERE WE'VE BEEN USA BMX

WHAT WE BRING TO TULSA



GRAND NATIONALS The Super Bowl of BMX, is the World's Largest BMX race. It generates **\$10M in economic impact** to Tulsa each Thanksgiving weekend.

JOBS

NATIONAL HEADQUARTERS, **RELOCATING TO TULSA** WITH THE CONSTRUCTION OF OUR OFFICES, HALL OF FAME MUSEUM, AND NATIONAL TRACK STADIUM.

6 WHAT WE BRING TO TULSA USA BMX

TOURISM

VISITOR SPENDING IN TULSA, 2017
 Dollars in millions

\$1.1 BILLION IN TOTAL SPENDING

- \$148M Local Transport
- \$197M Lodging
- \$332M Food & Beverage
- \$247M Retail
- \$138M Recreation
- \$28M Airfare*

*Our partners, we only count the portion of total spending related to Tulsa
 Source: Tourism Economics

ECONOMIC IMPACT TO TULSA

With the National Headquarters, Hall of Fame Museum and National Track Stadium relocation, Tulsa will see

- 100K VISITORS OVER THE NEXT 5 YEARS
- MORE THAN 100 LOCAL, STATE, REGIONAL AND NATIONAL COMPETITIONS IN TULSA EACH YEAR
- \$11M ECONOMIC IMPACT IN FIRST 5 YEARS

USA BMX WHERE WE BRING TO TULSA 7

The Flats

Logo Design + Signage






The Flats


Brochure




LIVING. REDEFINED.

AMENITIES



The area is rich with a variety of retail and service shops, restaurants, bars, clubs, galleries, museums and parks.



Rooftop Entertaining
Enjoy exclusive access to our **rooftop entertaining** space with gorgeous views of the city.

We also offer an **executive center** as well as a **media room** featuring:

- Self-serve coffee bar
- TVs
- Comfortable seating

Pets Welcome
We know your pets are a part of the family. We welcome them at our community. Your fur babies will love life at The Flats and enjoy easy access to nearby parks. And, our pet-washing station is a nice addition.


Nestled in the heart of the Tulsa Arts District.

Multi-Level Fitness Studio
Stay active at our **multi-level fitness studio** that includes:

- Yoga room
- Strength-training equipment
- Cardio machines

Private Garage Parking
Our remote access garage parking means you never have to worry and always have a spot.

Concierge Services
Need help organizing your daily routine? Our concierge services will help you find the perfect dog walker, dry cleaner, produce delivery service, and so much more. Just ask. We're here to assist!




The Apartment
We offer **modern, upscale one- and two-bedroom loft-style apartments**, featuring a spacious open layout including:

- Washer/dryer in-unit
- Walk-in closets
- Quiet-cover flooring
- Private balconies

The **gourmet kitchens** offer high-end finishes, including:

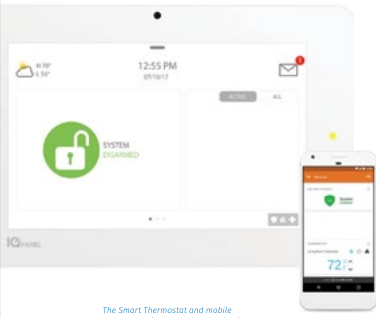
- Energy-efficient stainless steel appliances
- Quartz countertops
- Under-cabinet lighting
- Subway tile backsplashes
- Kitchen islands with pendant lighting

One- & two-bedroom options available.



Just down the road is the historic Cain's Ballroom and Brady Theater, where you can catch world class music, comedy and entertainment.

- 24-Hour Emergency Maintenance
- Clubhouse
- Complimentary WiFi in Common Areas
- Concierge Services
- Controlled Access
- Electric Vehicle Chargers
- Elevator
- Executive Center
- Fiber Optic
- Media Lounge
- Monitored Garage Parking
- Multi-Level Fitness Studio
- Patio/Balcony
- Pet-Washing Station
- Rooftop Terrace
- Secure Package Pickup
- Smart Technology
- Smoke-Free Building
- USB Chargers



The Smart Thermostat and mobile app put comfort control at the tip of your finger.

We make it smart. You make it smarter.

Smart Lock & Keyless Entry
Eliminate the need for keys with smart locks. Give each user their own lock code, remotely lock or unlock the door through your app, and get a notification whenever a user unlocks the door.

Smart Thermostat
The Smart Thermostat puts comfort control in the palm of your hand. Bump up the temp for your furry friends while you're away or have the whole home drop to an energy-saving setting when nobody is there.

Performing Arts Center Trust
Brochure





Thank you.