



Asset Management Association of Canada  
2 Robert Speck Parkway  
Suite 750  
Mississauga, ON L4Z 1H8

## PEMAC Alberta Chapter One-Day Online Symposium

**Thursday, May 28<sup>th</sup> 2020      8:30am to 4:10pm MDT**

8:30am      **Welcome by PEMAC Alberta Chapter President Dennis Heinzlmeir**

9:00am      **Conrad Greer, Founder, SPC Results Inc.**

**Topic:** SPC Results Inc.

**Abstract:** In a long career implementing and improving SAP SCM business processes in Oil & Gas, Pipelines, Utilities and Transportation companies, the number one consistently observed problem is poorly identified MRO material masters. Material master identity consists of the item descriptions, the manufacturer and manufacturer part number fields and classification data that support material identification.

This presentation is meant to raise the profile of the topic without going into detailed solutions. It is aimed at a general level to all practitioners that make use of maintenance or SCM business processes that use materials.

**Bio:** Conrad Greer is the Founder of SPC Results, a business process consulting company focused on Supply Chain and material master related business processes.

SPC Results has been serving Oil & Gas and related businesses in Western Canada since 2006. Conrad consulted for IBM, PwC, and OmniLogic for eight years prior. Clients have included multi nationals, leading Canadian energy producers, oilfield service providers, pipelines, utilities, and railroads. Projects have included everything from greenfield ERP implementations to sustainment support, as well as optimization projects and merger projects.

Prior to his business consulting career, Conrad served in the Royal Canadian Navy as a Marine Systems Engineer. He served at sea as the Chief Engineer of a Destroyer, and in shore duties primarily in ship refit maintenance. A career highlight was an exchange tour with the United States Navy working as a Production Ship Superintendent on Aircraft Carrier refits.

Conrad is an avid hiker, skier, runner and Father of three grown children.



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9:45am

**André-Michel Ferrari, Senior Specialist - Reliability Engineering, Enbridge Pipelines**

**Topic:** Reliability Engineering Analytics explained

**Abstract:** "Reliability Engineering is an established science with rigorous concepts involving mathematical and statistical methods and those can often appear daunting for some Maintenance or Risk Practitioners. It is the role of the Reliability Engineer to master, explain and apply those concepts as well as work with peers to make the correct decision(s) regarding the maintenance of operating assets or future design capabilities. Those decisions are crucial especially when it comes to the safety of frontline workers, capital investments or the preservation of the environment. This presentation essentially defines the role of the Reliability Engineer mainly in an Owner/Operator environment but also helps non-Reliability practitioners understand some of the basic tools used in this field.

The term "Reliability" is often generalized and not fully understood so this presentation helps clarify its definition and intent. Misinterpretation or incorrect calculations involving equipment life characteristics such as mean time to failure, bath tub curves or failure probabilities just to name a few are covered in the presentation. Also explained, will be some of the most commonly used concepts in Reliability Engineering calculations as well as potential pitfalls encountered such as oversimplification, applying incorrect analytical approaches or mixing terms such as Availability and Reliability. The presentation will also define the "true" and "value-added" role of Reliability Engineering in an industrial environment and how it productively interfaces with other teams involving Maintenance Engineering, Risk Management or Spare Parts Management.

**Bio:** André-Michel Ferrari is a Reliability Engineering Senior Specialist with Enbridge Pipelines (Liquid Pipelines Division). He has approximately 25 years of industrial experience in Reliability Engineering, Maintenance Engineering, and Quality Systems Implementation. His experience includes world-class companies in the Brewing, Semiconductor, and Oil & Gas industries. André-Michel is a Professional Engineer in Alberta and a Certified Reliability Engineer with the American Society for Quality. His academic credentials include an M.Sc. in Chemical Engineering from École d'Ingénieurs de Marseille, France (1994) as well as an M.Eng. in Engineering Management from the University of Alberta (2010)



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10:30am      **Break**

10:45am      **Rob Price, Western Business Improvement Advisors Ltd. & Ian Lam, Sales Manager, Design Maintenance Systems**  
**Topic:** APM Basics- Monitoring and Lubricating your Assets  
**Abstract:** Design Maintenance Systems and Western Business have been working together for 4 years to provide an Asset Performance Management platform for Industrial assets. The inspection-based strategies have been placed, in the past, in common industries to increase Production tonnage and reduce Maintenance spending in Potash Mining, Pulp and Paper and Oil Sands. Our 40-minute presentation will review the benefits of deploying a platform that we call Employee Driven Reliability. EDR engages your sites most valuable resources in your Reliability Program- your people. Typically, Production Departments assume their Operators are monitoring assets. EDR utilizes the same estimated daily timeframe and replaces the traditional “Kicking the tires” (often not even documented) Operator/Maintenance checks with EDR detailed Reliability Inspections on Android and/or iOS field devices. The Presentation will include the typical inspections for a common asset type to model the detail of the inspections required. The Culture required to support EDR will also be discussed. One of the most common “Self Inflicted” asset reliability issues that Industrial sites fail to recognize is NOT controlling the lubrication of their assets. Equipment Vendors usually provide lubrication requirements in OEM manuals, but many Industrial sites often do not detail greasing quantities for their assets or perform Oil Analysis. Lubrication can be placed on customers EDR Platform and performed in the same Route manner as the other Reliability Inspections. Additionally, Oil Analysis can report directly into the same alarm log as the rest of your Inspection Program. The Presentation will model a number of additional ways that DMSI’s MAINTelligence can be used to take control of your sites Asset Performance Management.



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**Rob's Bio:** Rob was born in Northern Ontario where at his cottage today, he docks his self-propelled submarine. He started implementing Condition Monitoring when folks listened to records and 8 tracks for audio entertainment and cars had carburetors instead of fuel injection. Rob has been implemented RCM and CM in various common and unique settings ranging from Pulp and Paper to The Sudbury Neutrino Observatory. His larger scale implementations were for Shell Canada as their RCM focal Point for the Oil Sands and his implementation of SKF Aptitude for Canadian Natural Resources.

Today, Rob manages WBIA Ltd, which focuses on implementing Condition Monitoring for Operators and Maintenance in Mining and Processing in Saskatchewan on a unique platform called Employee Driven Reliability.

EDR technically deals with implementing the RCM based inspection tasks, as well as, culturally dealing with the "People" aspects of supporting employees performing untraditional inspections...

**Ian's Bio:** Ian Lam works for Design Maintenance Systems and is currently the Sales Manager in Canada for the MAINTelligence platform. DMSI provides digital field inspections, integrated condition monitoring and powerful AI-based diagnostics to help companies make smarter and more cost-effective reliability decisions.

After graduating from UBC with an Integrated Engineering degree, Ian went on to work for DMSI on their technical team. Over the 4 years in that role, he implemented and supported asset performance management systems for companies such as Anheuser-Busch, Teck Resources, and Suncor Energy. He was tasked to implement MAINTelligence and train the leadership teams at the some of largest pulp and paper mills in the world, including International Paper Svetogorsk (Russia) and Domtar Ashdown (USA) where they are still currently some of DMSI's largest clients by user-count today.

Today, Ian leads the strategic sales initiative and manages all growth opportunities in Canada for DMSI. He is dedicated to partnering with maintenance and reliability leaders to discover how a data-driven solution can empower their workforce, massively reduce the risk of equipment failure, and offer lasting improvements to their maintenance culture and processes.



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11:30am

**Rusty Hurl, Sales Representative, Western Canada, Team Inc. & Adam Johnston, Product Service line Specialist, Hot Tap & Line Intervention Services, Team Inc.**

**Topic:** Line Intervention Expertise

**Abstract:** On behalf of TEAM Industrial Services (TISI Canada Inc.), we are pleased to submit this abstract for consideration. Line Intervention is the means of isolating a piping system that has no other means of isolation. TEAM will outline our industry leading methods for keeping critical piping and pressure vessels online during repairs and modifications. We can speak to successful work executed on 600lb steam lines, 84" water lines, and everything in between.

+ Hot tapping provides a safe, reliable, and effective means to create a branch connection on "live" piping and pressure vessels while they continue to remain in service.

+ Successful line stops are the key to continued safe and effective operations of platforms, pipelines, and process facilities. A single line stop can be used to stop and abandon a shutdown. Two or more line stops can be used in tandem to isolate and bypass many intersecting lines at once. Fluid in the line is bypassed, leaving a workable dead section to alter, repair or add a valve while the line remains in service. TEAM is the only global provider of truly integrated digitally enabled asset integrity solutions that result in greater safety, reliability, and operational efficiency across an entire supply chain. Through our unique value drivers, our global TEAM of subject matter experts develop comprehensive solutions, reducing downtime and keeping critical systems up and running.

**Rusty's Bio:** Hello, my name is Rusty Hurl and I am Sales Representative - Western Canada, for TEAM Industrial Services. I have been in the energy industry for six years, during which time I have grown my market share and professional network through hard work and a dedication to developing mutually beneficial client partnerships. I have been extremely fortunate to have seen my career evolve from inside sales support, to being at the forefront of some of Team Industrial Services leading partnerships. I contribute this good fortune to an open mind, dedication to my craft, and a little luck o' the Irish.



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**Adam's Bio:** I have been working in the Canadian energy sector for 15 years. My industry trade experience began as an RSC Steamfitter with work experience in eastern and western Canada. My career has brought me extensive experience in Canadian upstream exploration and production facilities along with downstream refining environments. Career opportunities and industry specialization has also brought exposure to remote work projects, midstream infrastructure, pulp & paper production, commercial facilities and Mining. I am presently engaged in the management and growth of our industry specialization as a hot tap and line intervention service provider with Team Industrial Services. Through industry leading work experience and hands on training, paired with a positive and enthusiastic work ethic, I continue to pursue success within my workplace team. I believe there is always something new to learn, and I am always looking for a new challenge to broaden my working experience.

12:15pm **Lunch/Networking**



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1:00pm

**Paul Daoust, Founder, Managing Director, Scio Asset Management Inc.**

**Topic:** Super-Productivity

**Abstract:** Organizations have a performance metric for productivity measured as cost per unit produced, or sometimes called unit cost or cost of service. In operations, we recognize we can affect the numerator with how well we manage our costs, and we can affect the denominator with how much we can produce.

What is Super-Productivity?

We define Super-Productivity as the sum of all the bad over the sum of all the good. As a leader, if you really want agency over all your organization's activities and you desire operationally excellent results, then you must reflect all the opportunity costs your organization has been blind to in the measure of productivity. Is your organization courageous enough to see yourself in that light? Few are. Here's what it takes. Join Paul Daoust as we challenge our perceptions on the fascinating relationship between cost, performance and risk. Together we will apply these concepts to asset-intensive organizations to enable more, better decisions, vastly improved business plans and higher value business outcomes from the same assets with fewer resources.

**Bio:** Paul Daoust has almost 30 years of experience in asset management and operational excellence in the energy sector.

As the founder of Scio Asset Management, Paul is declaring war on mediocrity and empowering progressive operational leaders to make more, better decisions to stop value leakage in their organizations through learning, coaching, advising services and technology solutions. As a director of the national not-for-profit organization PEMAC.org, Paul is a leading international advocate for asset management practices for industrial and infrastructure asset-owning organizations.





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1:45pm

**Chris Murphy, Senior Consultant, Encompass Value**

**Title:** Asset Knowledge Primacy

**Abstract:** Not all asset information is equal. Asset owning organizations benefit from having the right information at the right time. Asset knowledge primacy, an imperative to deliver operational excellence throughout the asset lifecycle. What is asset knowledge primacy? As the asset is developed and matures, stakeholders must calibrate data collection and exchange while curating fit-for-purpose asset information. Consistent thought-in-action leads to precision timing, relevance, and accuracy of information delivery. Successful asset knowledge capture is rarely accomplished efficiently or effectively. This doesn't have to be so. In this presentation Chris Murphy will share an approach to provide asynchronous asset information delivery to best serve the life of the asset and support the organization to deliver value from the assets.

**Bio:** Chris Murphy—CRL, CAMA, CPE—has more than 30 years of experience in plant maintenance, reliability, and comprehensive asset information in heavy industry, including power generation, oil & gas, logistics, mining, and smelting. Chris has experience working with tradespeople, engineering, IT, and related management and support roles. He has a certificate in asset management from the IAM, and is a Red Seal Journeyman Millwright. Chris has managed many CMMS data build and conversion projects, encompassing complete asset information lifecycle requirements for both large greenfield projects and brownfield operations. Currently, Chris provides both strategic and tactical leadership as a board director for PEMAC serving on numerous committees—local, national, and international—with the GFMAM.

2:30pm

**Break**





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2:45pm **Susan Lubell P.Eng MBA MMP CAMA, Principal Consultant, Steppe Consulting Inc**

**Topic:** Introducing WPiAM's Global Certification Scheme

**Abstract:** Over the last year, PEMAC has been actively contributing to the development of a Global Certification Scheme (GCS) in asset management through our involvement with the World Partners in Asset Management (WPiAM). Individuals will be able to use this scheme to guide their individual career progression while organizations can use it to set expectations for the knowledge, skills, application, and proficiency levels of these competencies for AM roles. This presentation will introduce the WPiAM's Global Credentials Scheme to our PEMAC members. It is on track for roll-out later in 2020.

**Bio:** Author of Root Cause Analysis Made Simple, Susan specializes in asset management and reliability strategy, cost effective lean maintenance programs and operational excellence. She brings over 25 years of practical experience to drive asset management, maintenance, and operational business improvement opportunities. Susan currently serves as National President for PEMAC Asset Management Association of Canada and Chair of the World Partners in Asset Management (WPiAM) and teaches for both the Maintenance Management Professional (MMP) and Certified Asset Management Professional (CAMP) programs.

3:05pm **Break**

3:15pm **Round Table Discussion**

**Topic:** Connecting Asset Management with Maintenance and Reliability  
**Panel:**

**Susan Lubell**, P.Eng MBA MMP CAMA, Principal Consultant,  
Steppe Consulting Inc

**Paul Daoust**, Founder, Managing Director, Scio Asset  
Management Inc.

**Chris Murphy**, Senior Consultant, Encompass Value

**Moderator:**

**Dennis Heinzlmeir**, PEMAC Alberta Chapter President

4:00pm **Closing Remarks**