

Personality Profile: Eric Rosemann

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Third-generation oilman Eric Rosemann is division HSE director for Gray Wireline in Fort Worth, Texas. His oil patch roots run deep — his great uncle worked the Osage Indian Reservation fields near Tulsa during the Great Depression and his father was educated as a petroleum engineer who later sold metering systems to refineries throughout the West.

“Sometimes I got to travel with him on these trips,” remembers Eric. “He would talk about everything from the history of the Indian tribes in Oklahoma, to science fiction, to engineering. The stories were always fascinating to me and before I knew it we had covered 300 miles to the next job.”



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Rosemann also picked up industry knowledge during these travels. “I could illustrate and explain how a petroleum ‘cracker’ worked to my fourth-grade teacher as a science project,” he says. At age 18 Rosemann joined the U.S. Navy and specialized in aerial reconnaissance systems. This high-tech training led to his first industry job as an open hole logging engineer for GO International (later Gearhart-Owen). “A few specifically-selected military trained electronics technicians were picked by GO to take the first direct digital logging services (DDL) the world had ever seen to the field,” says Rosemann. “One of the reasons we were picked was the fact that the first CPU used for DDL was a recently de-classified ballistics computer used by the Navy.”

Rosemann has since held a variety of positions over his 36-year career, mostly in operations and sales. In 1991 he joined Computalog (now Weatherford) as a sales engineer and log analyst. Eighteen months later

the company offered him the position of HSE manager because “they wanted a person in this position who actually knew the wireline business,” says Rosemann, who then received intensive HSE training. For the last seven years he has served as HSE director for Gray Wireline Service (part of Archer) in Fort Worth, Texas.

### **Tough HSE challenges**

Rosemann spends about half his time interpreting and organizing the myriad of ever-changing HSE requirements from both government regulators and clients, then integrating and communicating the results to the employees in real-world applications.

His biggest “wrestling match” is dealing with the Safety and Environmental Management Systems (SEMS) overseen by the Bureau of Ocean Energy Management Regulation and Enforcement (BOEMRE).

“This is the current administration’s political reaction to the terrible events in the Gulf of Mexico that seeks to reinvent enforcement of policies and procedures for what was already in place at the time,” says Rosemann. “The companies involved simply failed to follow their own policies and procedures, resulting in that disaster. I have had to divert the resources of one staff member just to handle the related compliance and training issues.”

One of the parts of his job Rosemann looks forward to the most is teaching. Although most students are enthusiastic, occasionally a few seem bored or distracted. He remembers one worker in particular who seemed so disinterested that Rosemann questioned whether any of his teaching would make a difference. “One morning, while this worker was finishing some paperwork, he smelled smoke from the truck bays,” says Rosemann. “He discovered that the driving cab of one of the units was on fire. He retreated, contacted 911, and directed emergency responders to the scene. Then he worked with the fire department to isolate the explosives bunkers and perforators while the main team put out the truck fire. He demonstrated proper response and quick thinking and told me later that it just ‘clicked in’ on what to do. It was very rewarding to learn that the training did make a difference.”

Getting enough opportunities to engage and teach his employees on the hundreds of things they need to know to do their jobs properly is a big challenge. “Instilling the basics is a top issue right now,” says Rosemann. “Turnover is high and entry-level employees know virtually nothing about wireline. I have identified over 70 discrete topics, just on the HSE side alone, that are fundamental to basic safe operations. We also have the extra training in explosives and radiation safety on top of the OSHA and DOT basics. Driving safety is also critical in all of our lives and we have that as a focus point as well.”

### **The SafeOPS Academy**

To meet all these training needs and others, Gray Wireline and Archer established its in-house SafeOPS Academy. SafeOPS is an integrated system of operational excellence that promotes health, safety, security and environmental protection. The philosophy embraces the concept that any properly planned and engineered service already takes into consideration that no damage will occur to people, property, process or the environment.

“My Navy experience taught me to be personally responsible for the lives of others in the workplace (we call that behaviorbased safety now), to develop, organize, test and execute operations under extremely difficult and dangerous environmental conditions (like a carrier flight deck under combat conditions),” says Rosemann. “This experience is thebasis of my SafeOPS system we use at Gray/Archer.”

SafeOPS Academy was originally established to provide basic instruction for new employees — typically out of a hotel conference room. As Gray Wireline grew it became evident that a dedicated location and staff was needed to deliver consistent, effective HSE and operational training. Now, with its expanded initiatives, Gray Wireline has established a permanent SafeOPS facility near Fort Worth.

“Our results over the last two years have proven three things,” says Rosemann. “First, our graduates — the ones at higher risk due to inexperience — have fewer accidents than their more experienced counterparts who have not attended the academy. Second, the turnover rate for our academy graduates is lower than the nongraduates. Third, the financial return on the investment in the academy after one year resulted in a reduction of incidents by 86 percent, which netted the company a savings of over \$980,000.”

### **On the horizon**

Rosemann notes that HSE is rapidly changing from an emphasis on hard policies and protocols to that of “guidance,” simply because the generation that is coming into this business (Generation Y) prefers to work with minimal and lessstructured supervision.

“HSE has already started the trend toward this ‘softer’ side of HSE in terms of the risk management tools like tailgate meetings, job safety analysis, and behavior-based safety programs that involves collaboration amongst peers,” says Rosemann. “We are going to focus more and more on human factors in the future when it comes to understanding the cause-dynamics of accidents and near-misses.”

Rosemann has been part of AESC since 1996 and plans to continue to be very active at the national level in 2012. “Kenny Jordan got me ‘volunteered’ through my boss to help with a re-write of the Green Book,

<http://www.wellservicingmagazine.com/personality-profile/2012/07/personality-profile-eric-rosemann/>

Recommended Safe Procedures and Guidelines for Oil & Gas Well Servicing” says Rosemann. “I was so impressed with the passion and professionalism of the AESC members working on that project that I just kept coming and working with the AESC wherever and whenever I could.” Rosemann will be part of the Washington Fly-In this fall to deepen his political experience and, as Chair of the Wireline Committee and Sub-

Committee on Radiation, share some significant results on the wireline nuclear logging program with AESC’s lobbying firm Vikki Cooper and Associates, AESC member companies, and political leaders.

“Working with the AESC has allowed me to not only keep abreast of what is happening within our industry, but also anticipate changes (and in some instances influence change) that have affected me personally, as well as my company professionally, to the tune of well over a million dollars in savings in terms of regulatory impacts and business relationships over the last 10 years,” says Rosemann. “AESC is an effective, dedicated organization that continues to provide critical support to our industry at state and local levels.”

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Best Advice: “No matter what you do, do it the best you can and the rest will take care of itself.”

Favorite Quote: “Life is like riding a bicycle. To keep your balance you must keep moving.” Albert Einstein

Hobbies/Interests: Water sports, personal watercraft, history  
Favorite Getaway: Lake Ouachita, Arkansas

People would be surprised to learn that ... I swim one continuous mile as a workout, which takes about 40 minutes.