



**PETROLEUM  
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**P.H.S. Lunch and Learn Meeting – Wednesday, June 10, 2009**

**“The Oil Sands – Canada's Path to Clean Energy?”**

by Gordon Kelly (Technology Planner)

Gordon Kelly has authored a new book by this title. He will discuss the changing role of technology of the extraction and processing of the oil sands since they were first used by the peoples of the First Nations to seal their canoes. Gord's talk will be illustrated through a selection of historical slides with a focus on the various facets of the history of the oil sand deposits. He will describe the changing technologies that have been employed, how they have been important in the past and how they will be increasingly important in the future.

*The author is President of Integrated Planners Inc., a small consulting firm that is involved in international marketing. He is a mechanical engineer from the University of Toronto who has an M.B.A. from the Harvard Business School. He has worked internationally with firms like Arthur D. Little and the Touche Consulting Group. Gord also spent years in the industry with oil companies like Imperial Oil Limited and Dome Petroleum Limited. He lives in Calgary, but his work has taken him throughout Canada and the United States and to over two dozen other countries. Strategic and tactical planning for oilfield technology firms around the world has been his passion for over 40 years.*

TIME: 12 noon, Wednesday, June 10, 2009.  
PLACE: Calgary Petroleum Club, 319 – 5th Avenue S.W. – Viking Room  
COST: Members \$30.00 and Guests \$35.00 (most welcome) (cash or cheque only)

**R.S.V.P. if you wish to attend to: Helen Turgeon, 403-239-4863 or  
e-mail [heldon@shaw.ca](mailto:heldon@shaw.ca) by noon, Monday, June 8**

**Individuals who indicate that they will be attending but do not materialize will be considered  
“no shows” and **will be invoiced for the cost of the luncheon.**  
Individuals who do not R.S.V.P. cannot be assured of seating.**

As they pointed out, the oil sands are Canada's fastest growing source of GHG emissions, and Alberta has the fastest growing emissions of all states and provinces in North America. While Alberta does put a price on GHG emissions, PI argued that the price is too low to have a meaningful impact, and as a result emissions continue to grow rapidly. For those who disdain the cumulative (environmental) effects of consumer demand and plead a "build it and they will come" viewpoint on a softer path to new energy supplies, some might argue that you can't both accept and reject the principle of Say's Law in the same breath. Either market forces are either the cornerstone of economic development (warts and all) or they are otherwise wholly deficient to the daunting challenges at hand.