



*Building the Business of the Environment*

**FOR IMMEDIATE RELEASE**

November 29, 2007

**NEIA to Host *Energy & Environment 2007*:  
Opportunities for NL Firms to Meet Potential U.S. Clients & Partners**

St. John's, NL, Canada – November 29, 2007 – Next week, the Newfoundland and Labrador Environmental Industry Association (NEIA) will welcome a distinguished group of U.S. environmental and energy industry professionals to St. John's. On December 6 & 7, NEIA hosts *Energy & Environment 2007 (E&E 2007)*, the third in a series of NEIA forums highlighting business opportunities for Newfoundland and Labrador companies in the United States.

"As an export-oriented association, NEIA is always trying to help its members expand into new markets," says Bonnie Andrews, NEIA's Executive Director. "Essentially, the *Energy & Environment* series is an opportunity for local companies to hear from and meet with potential U.S.-based partners and clients. It's not everyday that a high-profile panel of U.S. industry professionals assembles in St. John's, and we're very pleased to be able to provide this opportunity to our members and the wider business community."

On Thursday, December 6, NEIA will host an industry forum at The Fairmont Newfoundland. Project and purchasing managers from the U.S. will share their perspectives on how small- and medium-sized firms can take advantage of contracting opportunities in Houston, the surrounding Gulf South region and the United States in general.

"There's a lot of focus right now on the high Canadian dollar, and the impact it's having on exporters," notes Andrews. "One of the messages of *E&E 2007* is that small Newfoundland and Labrador companies can compete on more than just an exchange rate. If you're flexible and responsive, if you have a winning solution for a client's needs – U.S. companies will continue to seek you out."

On Friday, December 7, NEIA members will have the opportunity to brief the panelists on their products and services during a supplier development session.

"Without a doubt, this is two-way street," says Andrews. "Yes, we want our members sitting down one-on-one with these major players in the environmental and offshore energy worlds. But the people we're bringing up here are just as keen to learn about what Newfoundland and Labrador has to offer. They too have targets and objectives, and NEIA's *Energy & Environment* forum helps them assess and plan their supply chains," adds Andrews.

"And of course, they're looking forward to experiencing Newfoundland and Labrador's renowned hospitality!"

There will be media opportunities with the *E&E 2007* panelists at 3 pm on Thursday, December 6 at The Fairmont Newfoundland.

The *Energy & Environment 2007* panel includes:

- **Michael Beck**, Sr. Vice President, ENSR AECOM (Westford, Massachusetts)
- **James (Jim) Godfrey, Jr.**, Vice President, Operations and Business Development, National Response Corporation, SEACOR Environmental Services (Great River, New York)
- **Leo Guidroz**, Vice President, Sales, Oil Stop Inc., AMPOL Environmental Services (New Iberia, Louisiana)
- **Bud Landrum**, Vice President of Business Development, Distribution Services Group, National Oilwell Varco (Houston, Texas)
- **Bill Napier**, President, Fairwinds International, Inc. (Covington, Louisiana)

See attached backgrounder for more information on the five panelists.

*Energy & Environment 2007* is just one way NEIA is facilitating international business opportunities on behalf of its members. Through its Export Development Program, launched in 2003, NEIA helps environmental firms and agencies become export ready and internationally competitive in such markets as the United States, the Caribbean and Europe. For more details, go to [www.neia.org/Export](http://www.neia.org/Export).

**About NEIA** – With more than 150 members, the Newfoundland and Labrador Environmental Industry Association (NEIA) is a non-profit organization whose mandate is to promote the growth and development of the province's environment sector. It does this by providing strong leadership, advocacy, communications, and business development and training opportunities. In its interactions with government bodies, private enterprise and research and educational institutions, NEIA acts as a unified voice for member companies and organizations. Visit [www.neia.org](http://www.neia.org) for more information.

- 30 -

**For more information, contact:**

Amy Warren  
Export Development Coordinator, NEIA  
Tel: 709-772-8625  
Email: [amy@neia.org](mailto:amy@neia.org)

**[www.neia.org](http://www.neia.org)**

## **BACKGROUNDER**

**James (Jim) Godfrey, Jr., Vice President, Operations and Business Development  
National Response Corporation, A Division of SEACOR Environmental Services  
Great River, New York**

*SEACOR Environmental Services (SES) is a global provider of crisis and risk management and environmental, industrial and emergency response solutions, primarily to the oil and gas, power, chemical and marine and port industries.*

Since joining the National Response Corporation (NRC) in 1994, Jim Godfrey has played a key role in the growth of NRC and, thus, SES, helping to turn it into one of the world's leading emergency and oil spill response organizations. Managing all NRC onshore and offshore operations, Jim works with major oil and shipping companies to ensure their preparedness for various emergencies, including oil and chemical spills, and other man-made and natural disasters. With extensive experience as both a field engineer and trial attorney, Jim was instrumental in the signing of long-term agreements with Amerada Hess Corporation, CITGO, Premcor, Valero, Hovensa and Sunoco Logistics. For the past three years, he has led the NRC emergency response team in response operations throughout the U.S., including: Tanker Athos I (Philadelphia, 2004); Hurricanes Katrina/Rita (Louisiana 2005); ITB DBL-152 (Port Arthur, 2005); and CITGO Refinery (Lake Charles, 2006). Most recently, Jim returned from advising response workers on the Container Ship 'COSCO Busan' spill in San Francisco Bay.

In September 2007, *Maritime Executive* magazine featured the rise of NRC and the transformation of SEACOR Environmental Services into one of the world's premier emergency response organizations.

Jim earned a B.S. in Marine Engineering Systems from the U.S. Merchant Marine Academy in 1982 and a J.D. from Touro College, Jacob D. Fuchsburg Law Center in 1986. He is an Attorney and a member of the NY State Bar, and is admitted to practice in both the Eastern and Southern Federal District Courts of New York.

**William (Bill) James Napier Jr., President  
Fairwinds International, Inc.  
Covington, Louisiana**

*Fairwinds International is a full-service company specializing in engineering, project management, consulting, and inspection services to the oil and gas and marine industries.*

In his 30 years in the oil and gas industry, Fairwinds International Founder and President Bill Napier has designed, managed and implemented all aspects of offshore and onshore energy and marine projects, including permitting, engineering, procurement, project management, fabrication, transportation, and installation and modification of offshore and onshore pipelines, structures, and facilities, and start-up and operations. Bill spent much of his early career at McDermott International and related companies. At McDermott, he played lead roles in worldwide business development, and acquired extensive experience negotiating contracts involving foreign national oil companies (NOCs), valued at upwards of \$1 billion.

Bill launched Fairwinds International in order to apply his project management experience. Today, Fairwinds is an independent company serving customers on projects valued at up to \$100 million. In 2007, Fairwinds International was featured as one of America's fastest growing companies by Inc.com.

Bill earned a B.S. in Marine Biology from the University of Southern Mississippi and a B.S. in Civil Engineering from Louisiana Tech.

**Leo Guidroz, Jr., Vice President, Sales,  
Oil Stop Inc., Division of AMPOL Environmental Services  
New Iberia, Louisiana**

*American Pollution Control, Corp. (AMPOL) is a full-service environmental contractor specializing in emergency spill response and hazardous waste remediation. AMPOL serves oil and gas companies, industrial companies and government organizations, providing emergency and non-emergency toxic and hazardous materials containment, collection, and assistance with transport and disposal.*

Leo Guidroz manages direct sales, coordination of global distribution and sales of oil spill control products and services for Oil Stop, a division of AMPOL, the leading Louisiana-based integrated, international emergency and environmental response company.

In addition to day-to-day responsibilities for pricing, contracting and all aspects of Oil Stop sales in domestic and international markets, Leo leads AMPOL's international business development activities worldwide. This includes significant programs in the Middle East, Far East and Latin America, and expansions into related industrial sectors (e.g., spill protection systems for Middle East desalination and power plants). AMPOL's competitive advantages include extensive institutional relationships with major public and private sector buyers of environmental response services, a variety of standard-setting technology patents, and ongoing development and improvement of oil spill response and related technologies and processes.

A native of New Orleans, Leo speaks frequently on emergency and oil spill response and holds a B.A. from Louisiana State University.

**Michael Beck, Sr. Vice President, ENSR AECOM  
Westford, Massachusetts**

*ENSR is a full-service environmental and engineering consultancy headquartered just outside of Boston. With more than 2,500 staff and 90 offices worldwide, ENSR supports its major client base in the petroleum, power, manufacturing and chemical sectors. ENSR is a part of the AECOM (ACM, NYSE) group of companies, collectively a \$4-billion enterprise employing over 31,000 architects, engineers, planners and scientists.*

Mike Beck has been active in the environmental industry for more than 30 years. He began his career in the public sector, but has spent the last 28 years in private consulting, mostly in executive roles including operations management, sales and marketing and, most recently, new enterprises (mergers and acquisitions, strategic alliances, research and development and innovation). He has been with ENSR for 10 years, via ENSR's acquisition of the majority of Fugro's environmental practice in 1997.

Mike resides in Massachusetts, along with his wife, daughter, son and two dogs. He has served on many town boards and committees and as a director for a number of non-profit groups. He has a B.S. degree in Geology from Denison University, a Masters in Landscape Architecture and Regional Planning from the University of Pennsylvania, and is a graduate of the Program for Management Development (PMD) at Harvard University's Graduate School of Business.

**Bud Landrum, Vice President of Business Development  
Distribution Services Group, National Oilwell Varco (NOV)  
Houston, Texas**

*National Oilwell Varco is a worldwide leader in the design, manufacture and sale of comprehensive systems and components used in oil and gas drilling and production, the provision of oilfield tubular inspection, internal tubular coatings and other services, and the provision of supply chain integration services to the upstream oil and gas industry.*

Bud Landrum is the Vice President of Business Development for National Oilwell Varco's Distribution Services Group worldwide. The Group is responsible for developing and marketing supply chain management solutions and business models that meet both customers' needs and National Oilwell Varco's financial goals on a global basis. These efforts include performing market analysis, designing customer solutions, driving go-to-market strategies, facilitating contracts, and producing proposals for winning business.

Bud leverages more than 13 years of experience in technology marketing and sales management, along with his knowledge in worldwide distribution networks, inventory and warehouse management, procurement, logistics management, information systems, and redesign of business processes in order to deliver value-added solutions for National Oilwell Varco's customers. After seven years' experience in oil and gas vertical markets, he joined National Oilwell Varco as Director of e-Business. Under Bud's leadership, e-Business revenue increased 72% from 2002-2003. He assumed his current position in January 2004 and has achieved an unprecedented win rate on large business proposals for the Distribution Services Group.

Bud is a native of Houston, Texas. He received a B.A. degree from Baylor University in Waco, Texas, and is a member of the Council of Logistics Management, the Independent Petroleum Association of America (IPAA) and the International Association of Drilling Contractors (IADC).