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Originality, Persistence and Adaptability: Keys to Survival

Originality, persistence and adaptability for twenty-three years have been keys to my survival during multiple cycles in the oil business. It has been necessary to define goals and find a niche to exploit that would allow pursuit of those goals. Such "quaint" notions as technical excellence, personal commitment and ethical values have served well in delivering a quality product. It has been necessary to have faith in my own ability to develop quality prospects so that I could persist in marketing, even when much of the effort results in rejection.

Almost all factors controlling the ability to sell projects are out of our control. These factors are the result of price volatility, political considerations and the financial climate. It is necessary to adapt to these variables to survive. Passion for the science of geology and enjoyment of the oil business helped see me through tough times when I would otherwise have given up.