



July 16, 2013

Dear Attendee,

It is with great pleasure and excitement that we welcome you to the 2013 API Offshore Safe Lifting Conference & Expo. We have an incredibly diverse program this year, with a variety of operational and technical topics covering all aspects of offshore cranes and lifting. The major theme of this year's event will be "**SEMS and OCS Lift Operations – Minimizing the Risk Offshore,**" covering how lifting operations fit into the overall philosophy of an operator's Safety and Environmental Management System, now required by the Bureau of Safety and Environmental Enforcement. Our speakers cover a broad range of expertise and backgrounds and you will quickly become engaged during our open panel discussions along with the Q&A periods. We encourage you come early, grab a good seat and prepare to ask the challenging questions to help stimulate a valuable exchange of ideas. Additionally, a host of exhibitors will be on hand to provide the latest in crane and lifting equipment, tools and services. We would like to thank all the speakers, moderators, exhibitors, and planning committee for dedicating their time and energy to making this conference the success it is planned to be.

Tuesday morning we'll kick off the conference with our first Keynote Speaker, Mr. James Watson, Director of the Bureau of Safety and Environmental Enforcement. Director Watson was sworn in as the Director of BSEE on December 1, 2011. He is responsible for promoting safety, protecting the environment and conserving resources through the vigorous regulatory oversight and enforcement of offshore operations on the U.S. Outer Continental Shelf. Prior to his appointment as Bureau Director, he served as the U.S. Coast Guard's Director of Prevention Policy for Marine Safety, Security and Stewardship where he was responsible for maritime investigations, quality traveling inspectors, waterways management, boating safety, commercial vessel safety and security, and ports and cargo safety and security. Director Watson served as the Deputy Commander of the Coast Guard Atlantic Area Command in April 2010, and, on June 1, 2010, was designated as the Federal On-Scene Coordinator for the government-wide response to the Deepwater Horizon oil spill in the Gulf of Mexico.

Our second Keynote Speaker is Rear Admiral Joseph A. Servidio, Assistant Commandant for Prevention Policy overseeing Coast Guard Inspections and Compliance, Marine Transportation Systems, and Commercial Regulations and Standards. The three directorates under his leadership include: policy experts in waterways management, navigation and boating safety, commercial vessels, ports and facilities, merchant mariner credentialing, vessel documentation, marine casualty investigation, inspections, and port state control. During his 31 year career with the US Coast Guard Rear Admiral Servidio most recently served as Special Advisor for Homeland Security to the Vice President (2011-2012), First Coast Guard District Chief of Staff (2009-2011), and National Security Strategist at the Pentagon on the Air Force Chief of Staff's Strategic Studies Group (2008).

Be sure to take a moment to thank each of our sponsors, as well as visit with each of the exciting array of companies in the exhibit area. The welcome and closing receptions are not to be missed as well.

Thank you for joining us at the 2013 API Offshore Safe Lifting Conference and Expo.

Sincerely,

A handwritten signature in black ink, appearing to read "Allen Verret".

Allen Verret
Offshore Operators Committee
Co-Chair
Offshore Safe Lifting Conference

A handwritten signature in black ink, appearing to read "Jake Reidenbach".

Jake Reidenbach
BP
Co-Chair
Offshore Safe Lifting Conference