



VeteransToEnergy Website Executive Summary

OVERVIEW

VeteransToEnergy.org is a career search website developed by the American Petroleum Institute (API) and its member companies. API is the national trade association that represents all aspects of America's oil and natural gas industry. Approximately 400 corporate members from all segments of the industry make up API, from the largest major oil companies to the smallest of independents. They are producers, refiners, suppliers, pipeline operators and marine transporters, as well as service and supply companies. They are looking for the talented, dedicated people to help the industry grow.

VeteransToEnergy.org provides returning U.S. servicemen and women a means to learn more about America's oil and natural gas industry, and encourages them to consider a rewarding and challenging career in the industry. The website provides information about the industry, profiles of U.S. military veterans now working in the industry, and the ability to search for available jobs from participating API members.

Increasing demand for energy, and a workforce on the edge of retirement, offers unprecedented opportunities for U.S. military forces to transition into an exciting civilian career. The oil and natural gas industry has discovered that returning veterans make some of the best employees at all levels, and VeteransToEnergy.org helps U.S. servicemen and women seek out some of the best careers in the burgeoning energy field.

America's oil and natural gas industry is experiencing a shortage of people in three areas: exploration and production, refining, and service and supply. Operators are searching for drilling engineers, facility operators, and welders to work on the 500,000 producing wells and 4,000 oil and natural gas platforms operating in U.S. waters. American refineries need electricians, mechanics, and instrumentation professionals. Drilling contractors, which supply both the drilling rigs and the crews that search for oil and natural gas both onshore and offshore, need roustabouts, derrickhands, and equipment operators.

The story of the oil and natural gas industry is one of strength, ingenuity and raw determination – the very same traits returning veterans possess. VeteransToEnergy.org helps match up the talented servicemen and women who are transitioning into the civilian workforce with exciting careers in the energy sector.

WEBSITE OVERVIEW

At VeteransToEnergy.org, servicemen and women can explore careers in the oil and natural gas industry multiple ways. The three major sections of the website are:

- Careers
- Profiles
- Search

In addition, subsections are included that provide more information on the companies listed on the website, more information about the people who created the website, multimedia educational links and a contact page to request more information or comment on the site.

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API Membership

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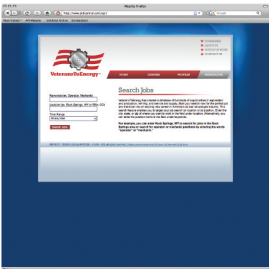
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CAREERS



PROFILES



SEARCH JOBS

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MAIN SECTIONS

Careers

Here, users can learn about the ideal career opportunities for military veterans in the oil and natural gas industry. By clicking on one of the career titles included on the page, the user is directed to one of the individual career pages with a more extensive description. A complete listing of careers is included within the Careers section as well, linking to a page of Energy Job Categories. There users will find a comprehensive listing of career descriptions categorized according to industry segments.

Profiles

In the "Profiles" section, the user is invited to share in the stories of veterans who have already made the transition from the military to careers in the energy industry. Profiles include veterans from all branches of the military and each tells of how they made the transition in a series of questions tailored for this purpose.

Search Jobs

This section allows users to find job opportunities in the oil and natural gas industry. VeteransToEnergy has created a database of hundreds of opportunities in exploration and production, refining, and service and supply. The search feature enables users to target job searches by keyword and by location, and offers a time range search function. After the user receives the results from their search, they are offered further options for refining their search.

ADDITIONAL PAGES

Companies

This section contains a list of links of sponsor companies that are eager to hire veterans.

About Us

This section contains a brief description of the people responsible for the creation of the website.

Watch Us Work

This section contains multimedia and educational links about the oil and natural gas industry.

Contact Us

This section provides the user with the opportunity to request more information about the oil and natural gas industry, and allows users to comment on the site.