

FORTE PRODUCTIONS PRESENTS
A ONE-DAY WORKSHOP FOR LANDMEN...



THE ART OF THE DEAL

HOW TO SPEND LESS AND GET MORE

DECEMBER 6, 2011

HYATT REGENCY, HOUSTON

FEATURING THE
"LANDMAN'S LANDMAN"
ROBIN FORTE

Get insights into Robin's 30
years of oil and gas
negotiating experience.

Learn real-life strategies
you can use right away.

Have fun! Audiences love
Robin's entertaining style.



EARN 5.5 AAPL CREDITS
(INCLUDING 1 ETHICS CREDIT)

PLUS, NHAPL MEMBERS

SAVE 40%

WHEN YOU REGISTER BY NOV. 11 AT
WWW.FORTE-PRODUCTIONS.COM

SOURCE CODE: NHNB1

YOU'RE INVITED

Dear Friend,

As a landman, nothing is more important than having the skills to negotiate—especially in today's competitive environment.

There are more expectations than ever before. The stakes are higher. There's more at risk. There is no time for mistakes.

Get the insights you need to negotiate for less and get more out of every deal from the "Landman's Landman" Robin Forte', a 30-year veteran of the E&P industry with vast experience on both sides of the negotiating table.

In this special one-day training session, **Art of the Deal: How to Spend Less & Get More, Tuesday, Dec. 6 at the Hyatt Regency in Houston**, Forte' shares his best advice so you can make more trades and walk away with more money from every deal. Known for his entertaining, practical, down-to-earth presentation style, Robin will present a one-of-a-kind training you won't want to miss.

Every attendee also gets **Robin's Top 10 Negotiating Tips** to carry with you wherever you go so the fundamentals are always at your fingertips—even in the most difficult situations. **Plus, every attendee earns 5.5 AAPL credits (including 1.0 Ethics Credit).**

Although the stakes may be high in the field, you have absolutely nothing to lose at this special training with our **9-in-90 Minute 100% Satisfaction Money-Back Guarantee** that says: If you don't get at least 9 ideas that will help you spend less and get more out of your deals in the first 90 minutes, let us know and we'll refund every penny you paid. No questions asked. What could be more fair than that?

NHAPL members who register by November 11 SAVE 40% off the regular price with our early-bird member pricing. Hurry! Seats are limited and we do expect to

sell out.

See you in Houston,



Vice President of Operations
Forte' Productions

ABOUT FORTE' PRODUCTIONS

Founded by 30-year industry veteran Robin Forte', Forte' Productions delivers specialized education and information to equip oil and gas professionals to reach their professional goals.

909 Lake Carolyn Pkwy Ste 370
Irving, Texas 75039
(214) 991-0054

www.Forte-Productions.com



“ROBIN DID AN OUTSTANDING JOB OF FOCUSING ON SALIENT ISSUES THAT ARE FACED BY LANDMEN ON A DAILY BASIS. HE ALSO HELPED ME TO BECOME AWARE OF AREAS THAT I COULD STILL IMPROVE ON AFTER ALL THESE YEARS IN THE BUSINESS.”

—CARL C., HOUSTON



“TIME WELL
SPENT.”

—JOHN P., HOUSTON



ROBIN FORTE'

- 30 years of oil & gas negotiating experience
- AAPL Executive Vice President for 10 years
- AAPL Education Director for 7 years
- Compiled, edited and wrote the CPL review
- Company landman for 12 years, beginning with Anadarko
- Visiting professor at University of Oklahoma and University of Tulsa
- Published by the Rocky Mountain Mineral Law Foundation
- USAF fighter pilot for 6 years during Vietnam Era



HERE'S WHAT YOU'LL GET...

- Proven solutions to your toughest lease negotiating challenges, including: The Nibble, Lowering their Expectations, Testing your Assumptions, Recognizing the Opposition's Tricks.
- The top 5 dangers to look for in the JOA and how to negotiate your protection.
- Practical ethical considerations every landman must know that can cost companies millions of dollars in fines and land some in jail.
- Why trust is paramount over experience and skill – and how to build it.
- 5 non-verbal keys to negotiating at the conference table and on the golf course.
- Real-life techniques (there's no theoretical discussion here!) so you can create win-win deals without giving up a dime.
- 3 tactics you can use to make sure you don't get emotionally involved in a deal – and don't end up giving up more than you have to!
- The Secret Formula for Obtaining Power – how to be in control no matter the circumstances.
- Tips you can use anywhere, anytime – even outside the office.
- And much, much more...

“AS GOOD AS
IT GETS.”

—JIM M., HOUSTON



DETAILS...

Earn 5.5 AAPL Credits
(Including 1 Ethics Credit)

Hyatt Regency Houston
1200 Louisiana Street
Houston, TX 77002

Breakfast & Registration
8:00 a.m.

Class
9:00 a.m.–4:30 p.m.

RESERVE YOUR SEAT TODAY BEFORE IT'S TOO LATE!

Go to www.Forte-Productions.com to reserve your seat right now. Plus, NHAPL members SAVE 40% when registration is complete by November 11.

Regular Price: ~~\$495~~ \$295

**There's NO RISK with our 9-in-90 Minute
100% Satisfaction Money-Back Guarantee**

We're so convinced this training is worth every cent we back it up with our GUARANTEE that says if you don't get at least 9 ideas in the first 90 minutes that will help you spend less and get more, just let us know and we'll immediately refund your entire registration fee. No questions asked! You've got nothing to lose.

Registration Fee for NHAPL
members by Nov. 11
~~\$495~~ \$295 (Save 40%)

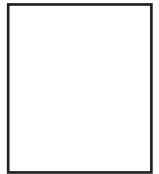
Registration Fee for NHAPL
members after Nov. 11
~~\$495~~ \$395 (Save 20%)

Use source code: NHNB1



FORTE
PRODUCTIONS

909 Lake Carolyn Pkwy Ste 370
Irving, Texas 75039



You're invited to the only negotiating seminar of its kind just for landmen...

**THE ART
OF THE DEAL
HOW TO SPEND LESS
AND GET MORE**

December 6, 2011

Hyatt Regency, Houston

Featuring Robin Forte

*Attendees get 5.5 AAPL credits
(including 1 Ethics Credit)*



**THE ART
OF THE DEAL**

HOW TO SPEND LESS AND GET MORE

FEATURING THE
"LANDMAN'S LANDMAN"

ROBIN FORTE

Get insights into Robin's 30 years of oil and gas negotiating experience.

Learn real-life strategies you can use right away.

Have fun! Audiences love Robin's entertaining style.

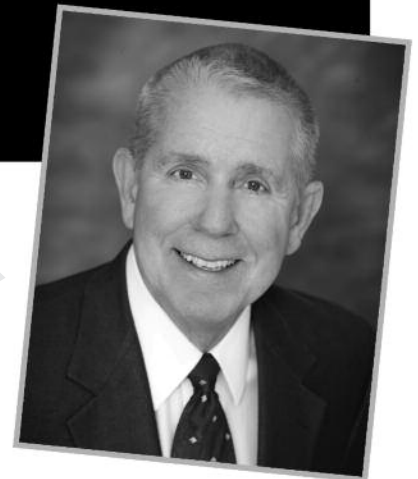
**Get 5.5 AAPL Credits
(including 1 Ethics credit)**

**"WITH ROBIN'S TRAINING,
I HAVE BECOME A
MUCH MORE CONFIDENT
AND SUCCESSFUL
COMMUNICATOR AND
NEGOTIATOR FOR MY
COMPANY."**

—BRYAN P., DALLAS

NHAPL members
SAVE 40%
when you register
online by Nov 11!
See inside...

Use source code: NHHB1



**DECEMBER 6, 2011
HYATT REGENCY, HOUSTON**