

# Introduction to Canadian Crude Oil Marketing

Presented by

**Phoenix Energy Marketing Consultants Inc.**

Online Seminar

**November 23<sup>rd</sup> – 24<sup>th</sup>, 2021**

---

---

## DAY ONE

**TUESDAY, NOVEMBER 23<sup>RD</sup>**

- 1) **“Welcome & Introductions”** (8:30 – 8:45)  
*Dave Maffitt, President, Phoenix Energy Marketing Consultants*
- 2) **“Crude Oil Production, Supply & Demand”** (8:45 – 9:45)  
*Jared Layton, Senior Associate, Phoenix Energy Marketing Consultants*
  - Crude Oil Definitions and Classifications
  - History of Crude Oil Production and Organizations
  - Global Production and Reserves Statistics
  - Refining, Markets, Supply & Demand fundamentals
- 3) **“Oil Sands Production, Supply & Demand”** (9:45 – 10:45)  
*Jared Layton, Senior Associate, Phoenix Energy Marketing Consultants*
  - Introduction to Oil Sands, Resources and Reserve statistics
  - Recovery methods
  - Bitumen Upgrading
  - Industry Outlook on Supply and Demand
- 4) **“Introduction to Trucking, Feeder Pipelines and Crude by Rail”** (10:45 – 12:00)  
*Jared Layton, Senior Associate, Phoenix Energy Marketing Consultants*
  - Overview of Transportation Methods
  - Benefits and Challenges of Transportation by Truck, Rail, Pipe
  - Logistics (current pipeline access, rail access)
  - Transportation Economics and Impacts
- LUNCH BREAK** (12:00 – 1:00)
- 5) **“Scheduling & Forecasting”** (1:00 – 2:00)  
*Dean Parson, Senior Associate, Phoenix Energy Marketing Consultants*
  - History of forecasting and Scheduling
  - Introduction of COLC
  - Forecasting – Form A, RCI, Form B, Form C
  - Scheduling – Notice of Shipment (NOS), Shipper balance, Form D
  - Important Dates and Resources
- 6) **“Upgrading & Refining”** (2:00 – 3:15)  
*Steve Fekete, Managing Consultant, IHS Global Canada Ltd.*
  - Crude Oil characteristics
  - Product specifications
  - Refinery Processing Schemes
  - Major Refining centers
  - Bitumen Upgrading
  - Basic Yields and Economics

# Introduction to Canadian Crude Oil Marketing

Presented by

**Phoenix Energy Marketing Consultants Inc.**

Online Seminar

**November 23<sup>rd</sup> – 24<sup>th</sup>, 2021**

---

---

**DAY TWO**

**WEDNESDAY, NOVEMBER 24<sup>TH</sup>**

- 7) **“Pricing & Equalization Fundamentals”** (8:30 – 11:30)  
*Dave Maffitt, President, Phoenix Energy Marketing Consultants*
- Explanation of Canadian Crude Oil Pricing Methodology
  - Demonstration of how equalization works as it relates to pricing
  - Walkthrough of pricing examples
  - Overview of blending economics
- 8) **“Electronic Crude Oil Trading Systems”** (11:30 – 12:00)  
*Dave Maffitt, President, Phoenix Energy Marketing Consultants*
- Introduction of Electronic Crude Trading Systems
  - Benefits of Trading Systems
  - Exchange types
  - Credit Models
  - Overview of Common Canadian Trading Systems
- LUNCH BREAK** (12:00 – 1:00)
- 9) **“Price Risk Management”** (1:00 – 2:15)  
*Dave Maffitt, President, Phoenix Energy Marketing Consultants*
- Defining Price Risk Management
  - Reasons to Manage Price Risk
  - Methods of Managing Price Risk
  - Examples of Price Risk Management
- 10) **“Credit Risk Management”** (2:15 – 3:15)  
*Douglas Anderson, President, Credit Risk Solutions Ltd.*
- Defining Credit Risk
  - Elements Identified in Risk
  - Contract Construction
  - Quantifying Risk
  - Mitigation Strategies
  - Laws Governing Credit Transactions
- 11) **Digital Materials – Phoenix USB**
- 12) **Phoenix Oil Pipeline Map**
- 13) **Course Certificate**