



## NATIONAL ASSOCIATION OF ROYALTY OWNERS **MEDIA KIT**

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## **National Association of Royalty Owners (NARO)**

The National Association of Royalty Owners remains the only national organization promoting the rights, responsibilities and the definitions of citizens that own the natural resources in our country. Highways in the United States are lined with automobiles and trucks that drive our economy, and Americans need American oil. Yet, the picture is much larger. Natural gas, once a byproduct, has become central to the

expansion of the American energy picture, and from the wellbore that produces oil now comes natural gas and a huge new demand for more energy.

Royalty owners are in every state. They represent every profession. They are landowners that carry the history in their ownership of the greatest freedom in the world, the American right to freely own and freely develop that ownership.

Royalty ownership has started major oil companies. Philanthropic efforts of royalty owners have paid for medical research, university brick and mortar and every imaginable charitable cause. It has paid for the family farm, and it has provided the tax base for states to provide the highest quality of life and education.

**I can but urge everyone to join NARO, and educate yourself because the people you lease to have a lifetime of professional experience.**

**- Terrel Shields**

**NARO Arkansas Member  
AR Board Member**





**Jerry R Simmons**  
**Executive Director**

**National Association of  
Royalty Owners (NARO)**

Jerry R. Simmons is currently the Executive Director of the National Association of Royalty Owners (NARO) headquartered in Tulsa, Oklahoma. Before joining NARO in January of 2006 he spent the previous seven years as President of EnergyTech Group, Inc. in Bartlesville, Oklahoma providing technical support services to the U.S. Department of Energy's Strategic Center for Natural Gas and Oil. Jerry

was previously employed with TRW/BDM as Principal Environmental Engineer/Regulatory and Policy Analyst. He also served as Associate Executive Director of the Interstate Oil and Gas Compact Commission.

Mr. Simmons served as Chairman of the Society of Petroleum Engineers (SPE) Health Safety and Environment Technical Committee in 1993 and on the SPE Reprint Series Committee from 2003-2006. He is author of two SPE technical papers and numerous studies on state oil and gas environmental regulatory programs.

Jerry holds a degree in Geology from the University of Oklahoma and has worked as an exploration and production geologist for Hamilton Brothers Oil Company, O.I.L. Energy, Texas Oil and Gas and BHP Americas. Jerry is on the Board of Directors of the Domestic Energy Producers Alliance and the Council for a Secure America. Serves as Executive Vice President to the Royalty Owners and Producers Educational Coalition and is also a veteran of the US Air Force. He was named the 2012 Energy Advocate of the Year at the 20th annual International Energy Policy Conference

## 20%& NARO Board of Directors and Officers

### **President:**

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### **Vice President**

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**NARO-Pennsylvania Pres.**

**Jackie Root**

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### **Immediate Past President:**

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### **NARO-Rockies President**

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**At-Large**

**Curt Edmondson**

**Lco gu'Grf gt**

**Lcem'Hggv**

### **NARO AR President**

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## **NARO Member Testimonial**

A letter to NARO members as posted on the NARO Arkansas message Board in September 2006.

*I would have liked to have been at the Convention and Lord willing, I will be at the next one. My absence related to the health of my mother, a 20 year quadruple survivor of cancer. 2 years ago she was once again diagnosed with the disease and elected not to use aggressive treatments. She was given some 3 months to live. I was blessed with 2 years of her continued presence and she was able to live by herself until about one month ago. My niece, my girl friend, my brother, and I were able to stay with her around the clock until Sept. 6th when we moved her to a nursing home. On Sept. 10th she passed away being lucid until just hours before dying.*

*It is not unusual to die, my grandfather was fond of saying that it was the most natural thing about living. But I bring up the subject for another reason. The last check my mother received Sept 1 from our Family General Partnership was about \$700, that and spousal SS benefits were all she had to live on. Without her royalty income, she could not have remained in her own home which she had lived in since 1944. Quite recently she remarked that without that check she could never have afforded the several hundred dollars per month in medicine that she took in her battle with cancer. In my mother's case, that royalty interest, reserved in 1938 by the foresight of my grandfather in a county which had no oil or gas production, was the difference between living an independent life and living as a ward of the state.*

*Additionally, provisions in one of the original leases from 1983 came directly from Jim Stafford's book "Look before You Lease". One such provision released the zones above and below the producing interval. We now have interest in drilling a shallow test and possibly will be able to lease additional zones because of advice we took from NARO literature.*

*I can but urge everyone to join NARO, and educate yourself because the people you lease to have a lifetime of professional experience. NARO helped my mother stay independent. What can it do for you?*

*Terrel Shields*

*NARO Arkansas Member*

*NARO Arkansas Board Member*

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## NARO Founder James L. Stafford

James L. (Jim) Stafford, was a professional in mass communications for over 35 years. Before assuming the full-time NARO presidency in 1979, from which he



retired in March 2000, he was Executive Vice President of one of the worlds largest public relations firms, ICPR. He was CEO of New York and Washington, D.C. offices of that Beverly Hills-based firm. ICPR's client list listed over fifteen Fortune 500 firms, and included 3-M, MGM, PBS, AMF, Crocker Banks of California, and portions of Texaco and Exxon. Earlier, he was assistant Secretary for Public Affairs at the U.S. Dept. of Transportation, dealing daily with the nation's most influential media. That position included deep media involvement during the Arab Oil Embargo and he also served as a ranking member of the White House Task force on Airline Deregulation under President Gerald Ford. For an earlier decade, he was with Pepsi-Cola and PepsiCo, its holding

company, as both PR Director and Director of Corporate, Government and financial communications from its New York headquarters.

Stafford also was an account executive with N.W. Ayer & Son, the nation's oldest and most revered advertising agency, in its Chicago offices. He was agency point man for the legendary Great Ideas of Western Man advertising campaign for Container Corp. of America, considered one of the top 20 institutional campaigns in history by Advertising Age magazine. Earlier, he was director of public relations and publications for the U.S. Jr. Chamber of Commerce at its national headquarters in Tulsa. He had been a member of the U.S. Jaycee Crew since 1970 and also a longtime member of the Tulsa Jaycee Oldtimers Club. While in Washington, he partnered on many lobbying projects with former Jaycee Executive VP Tom Donnelly. Both were active in keeping in touch with D.C. Jaycee alumni.

He had been an author, newspaper correspondent, magazine editor and public speaker. He lectured on mass communications, advertising and public relations at New York University, SMU (adjunct professor), and Baylor and before dozens of professional groups throughout the nation. He held over two dozen national awards in public affairs, public relations and public service advertising. In 1995 he was presented a Distinguished Service Award by the Oklahoma Independent Petroleum Association.

A native Oklahoma, he had a B.S. degree from Oklahoma City University with graduate studies at Oklahoma University in marketing communications. He was the third generation of his family to be involved in energy. His active participation in that field as investor and PR consultant began over 25 years ago when representing Western Co. of North America, then one of the nation's premier energy service firms. He was an accredited member of the Public Relations Society of America (1968) and served as president of its 200-member Dallas-Ft. Worth chapter in the 1970's when he was involved in the Frito-Pepsi merger. He was named to the Counselors Section of PRSA in 1978.

He was the first chairman of the Citizens Advisory Council of the Oklahoma Corporation Commission; and founder of the Oklahoma Marginal Well Commission; a charter organizer of the Oklahoma Natural Gas Policy Commission; and was first chairman of the public education committee of the Oklahoma Energy Resources Board. He also helped form the public school energy education program of OERB, now adopted statewide. The programs have taken every top communications honor awarded in Oklahoma by PR associations.

He was a former member of the advisory board of the U.S. Dept. of Interior's Minerals Management Service. He was also on the board of several philanthropic organizations including the Oklahoma Crippled Children's Foundation and the Oklahoma Easter Seals Society. He authored "Look Before You Lease", a primer of oil and gas leasing now in its 4th printing. "How to Fight Back – Protecting Your Constitutional Rights," a citizen's handbook on grassroots governmental lobbying and media communications; and "Surviving Force Pooling in Oklahoma". While head of NARO, he was editor of the monthly Royalty Owners Action Report, a widely-quoted newsletter with international circulation and a guest columnist on energy, public opinion and political policy to several dozen newspapers and trade publications yearly.

He became heavily involved in Oklahoma's energy picture as a volunteer advance man, handling national media, during the Oil Caravan to Washington protest of the Windfall Profits Tax. He donated two months on his time to that effort, which was headed by Bud Stewart of Energy Producers and Consumers Association of Seminole. Months later, at the urging of both independent and royalty owners, he founded the National Association of Royalty Owners. He was both a royalty owner and working interest owner in oil and gas production.

"Natural Gas Magazine" named Stafford A Mover and Shaker of 1993 in annual industry tribute, which, in one paragraph, portrayed Stafford as bringing Madison Avenue communications technology to the oil patch of the nation.

As chairman of the Oklahoma Energy Resources Board (OERB) Public Outreach and Education committee. Stafford accepted the 1997 Energy Education Award at the Interstate Oil and Gas Compact Commission mid-year meeting.

In April 1999, the Oklahoma State Senate authorized a Citation of Appreciation commending Stafford's leadership and support of the oil industry and the State of Oklahoma.

Former trustee, U.S. Jaycees Memorial Foundation, Tulsa Oklahoma.

In December 1992 he received personal commendation on his public information and education efforts on behalf of the oil and gas industry from then – U.S. Senator David L. Boren and U.S. Senator Don Nickles.

## **More Information**

For more information, please visit our website at [www.naro-us.org](http://www.naro-us.org). There you will find more information, calendar of events, press releases, past articles and other details about the National Association of Royalty Owners.

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