



PERMIAN BASIN
PETROLEUM ASSOCIATION

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Your copy should address 3 key questions: Who am I writing for? (Audience) Why should they care? (Benefit) What do I want them to do here? (Call-to-Action)

Create a great offer by adding words like "free" "personalized" "complimentary" or "customized." A sense of urgency often helps readers take an action, so think about inserting phrases like "for a limited time only" or "only 7 remaining!"

PBPA February Luncheon



Please join us for the PBPA February Membership Luncheon on Thursday, February 20, 2020. This month's luncheon will be held in conjunction with the 3rd annual Permian Basin Water in Energy Conference (PBWIEC) running February 18-21 at the Midland County Horseshoe Pavilion. On the 20th, PBPA and PBWIEC welcome Railroad Commission of Texas Commissioner Ryan Sitton as our keynote luncheon speaker to a meeting for PBWIEC attendees and PBPA members. PBPA president, Ben Shepperd, will precede Commissioner Sitton with an update on all things PBPA.

Come to the conference to learn the latest on water in the Permian Basin, and come to lunch to learn about the current New Mexico Legislative Session, PBPA's work with elected officials and regulators in Austin, Santa Fe and Washington, D.C., and the latest from Commissioner Sitton.

For more information on the PBWIEC, please [click here](#). While full attendance to the conference is highly recommended and is still available at an early bird price of \$595 until February 1, attendance for PBPA members to lunch, and lunch only, on February 20th can be had for \$35.