

The Show Behind the Show

2025 KICKOFF AWARDS BANQUET • RUN OF SHOW

6:00 – 8:00 PM • 30 SEGMENTS
WRITTEN & PRODUCED BY COURTNEY WATTS

TIME	MIN	SEGMENT	PRESENTER	MATERIALS	CONTENT	PRODUCTION & MUSIC
6:00	3	Opening	Production / Host ('KJ')	Sizzle reel, walk-in lighting	Doors close; house lights dim; hype open	<i>Walk-in: "Eye of the Tiger" (Survivor)</i>
6:03	3	Welcome & Introduction	CEO, Ryan Havens	Podium mic, CEO script	CEO welcomes the room; sets the year's tone	<i>House music down; spotlight up</i>
6:06	3	First Entertainment Block	Host ('KJ')	Host mic, teleprompter	Host character introduced; late-night framing	<i>Late-night band sting</i>
6:09	4	Mean Tweets	Host ('KJ')	Tweet slides, lighting cue	Host reads 'mean tweets' about a leader	<i>Cello sting (Kimmel "Mean Tweets" bed)</i>
6:13	4	Rejected Mascots	Host ('KJ')	Mascot slides	Fake mascot pitches roasting the culture	<i>Comic underscore; rimshot stings</i>
6:17	3	Thank-You Notes	Host ('KJ')	Cards, slides	Fallon-style thank-you notes	<i>Fallon "Thank You Notes" piano loop</i>
6:20	2	Lion Award Introduction	Event Lead	Podium mic, intro script	Frames the award: attitude, effort, discipline	<i>Underscore swell</i>
6:22	3	Lion Award Promo Video	Production	Promo video (2:12), audio bed	Prior winners on what the award means	<i>Inspirational bed under video</i>
6:25	8	Nominee Recognition	Event Lead	49 golden lanyards, name list, nominee slides	All 49 nominees called up, one by one	<i>Per-nominee walk-up stings</i>
6:33	22	Dinner Service	— (dinner)	Catering, table service	Dinner served; nominee highlight reel on loop	<i>Ambient Texas-country playlist (George Strait)</i>
6:55	3	Mid-Show Entertainment	Host ('KJ')	Intro video #1, host mic	Re-energize the room after dinner	<i>Band return sting</i>
6:58	4	CEO Confessions	CEO, Ryan Havens	Confession cards, slides	CEO 'confesses' lighthearted admissions	<i>Confessional piano underscore</i>
7:02	5	Lip Sync Battle	Host ('KJ')	Backing tracks, wireless mics, stage lighting	Two employees lip-sync; crowd picks winner	<i>Tracks: "Don't Stop Believin'," "Footloose"</i>
7:07	4	Top 10 List	CEO, Ryan Havens	Top-10 slides, cue cards	Letterman-style Top 10	<i>Letterman Top-10 theme</i>
7:11	2	Awards & Finalists	Event Lead	Transition slide	Pivot from comedy to the awards block	<i>Transition bumper</i>
7:13	4	10-Year Service Awards	Event Lead	Intro video #2, plaques, recipient slides	Decade-of-service recipients honored	<i>Video #2; "Time of Your Life" (Green Day)</i>
7:17	3	Lion Award Finalists	Previous Lion Winners	Finalist slides, spotlights	Prior winners introduce this year's finalists	<i>Spotlight underscore; drumroll</i>
7:20	2	Awards Ceremony	Event Lead	Awards table, trophies	Transition into individual awards	<i>Award bed music</i>
7:22	4	Individual Recognition Awards	Event Lead	Certificates, slides	Individual honorees recognized	<i>Walk-up stings</i>
7:26	3	New Teammate Recognition	Event Lead	Intro video #3, recipient slides	New hires who made an early impact	<i>Video #3; "Started From the Bottom" (Drake)</i>
7:29	3	Stepped-It-Up Award	Event Lead	Award, slides	Recognizes biggest year-over-year growth	<i>"Stronger" (Kanye West) sting</i>
7:32	3	Exceptional Teammate (2024)	Event Lead	Intro video #4, award, slides	Standout teammates of the year	<i>Video #4; uplifting bed</i>
7:35	3	Comeback Player of the Year	Event Lead	Award, slide	Honors a returning leader	<i>"Remember the Name" (Fort Minor) bed</i>
7:38	3	Marksman Award	Chief Commercial Officer	Award, revenue slide	Top revenue performer of the year	<i>Sharpshooter sting; up-tempo bed</i>
7:41	4	"We Win" Award	Senior Leader	Intro video #5, trophy	Tongue-in-cheek award for most words used	<i>Video #5; "We Are the Champions" (Queen)</i>
7:45	5	Lion Award Finale	CEO & Host	Tribute script, dramatic lighting	Tribute build; winner withheld to final line	<i>Dramatic build; orchestral sting</i>
7:50	3	Winner Announcement	CEO, Ryan Havens	Reveal slide, spotlight, confetti cue	Winner named: Shane Burt	<i>Reveal sting; confetti; "Eye of the Tiger" reprise</i>
7:53	3	Final Video	Production	Highlight/family video, audio	Emotional close on the year and the winner	<i>"I Lived" (OneRepublic) bed</i>
7:56	2	Closing	CEO, Ryan Havens	Podium mic, house lights	Thanks and send-off	<i>House lights up; outro bed</i>
7:58	2	Adjourn to Mixer	CEO, Ryan Havens	Mixer signage, drink tickets	Room released to the after-party	<i>Mixer playlist (upbeat)</i>

Full script follows. Redacted writing sample • Courtney Watts • courtneywattscomms.com

SECTION 1: CEO REMARKS

RYAN HAVENS

Welcome to the 2025 Kickoff Event.

Each year it seems we raise the standards for what we can expect at Kickoff. I'm so prepared that I have no new content because that's exactly what I said as my opening line last year....

On a serious note, I want to take this moment to thank those that put countless hours of effort and energy into making this a great event. Your behind-the-scenes dedication does not go unnoticed.

Special thanks to:

[team member names redacted]

And a special thank you to our sponsors for supporting this event. Your investment in our leadership development means we can continue being your favorite customers. This evening I ask you all to relax as we reflect on 2024 and recognize teammates who helped propel us to new heights.

SECTION 2: INTRODUCING THE HOST

RYAN HAVENS

Tonight is a special celebration that combines two things we love: recognizing the exceptional people of Imperative, and..... staying within budget. We're bringing you an awards ceremony unlike any other, where we'll honor our outstanding team members while enjoying our own spin on late-night entertainment.

I've developed a few jokes of my own and was really thinking about doing a joke about chemistry...but I was concerned it wouldn't get a reaction...

Now, speaking of budget consciousness.... We originally planned to book Jimmy Kimmel as our host, but after looking at the entertainment budget, we had to get a bit... creative.

Instead, I'm proud to present our own 'Kimmel, Jimmy' - or as we know him, KJ. Ladies and gentlemen, please put your hands together for your host of 'Late Night with Imperative' - the man who proves that at ICP, we don't just treat wells, we treat ourselves to almost-celebrity entertainment - [our host, KJ]!

[HOST KJ]

[production cue]

Intro to Mean Tweets with [our VP of IOR Technology]

Thanks, Ryan. What you don't know is we've hired [a former executive] back as our CEO, and you will be his budget-friendly Executive... Assistant.

I'm KJ, your Late Night Host, and people say I don't know a lot about a lot, but here are some things I can guarantee will happen over the next two days:

Ryan will kick us off with the announcement of Imperative's newest acquisition of Walmart. Thousands of new teammates, integration will take less than 3 months.

We're going to have to listen to why it makes sense to move HR under Supply Chain.

[a regional leader] and [a regional leader] will present on the efficiency of snowmobile chemical delivery and how this model can work in the Permian.

Having just uprooted his entire life to move from College Station to the Permian Basin, [a district manager] will now take Be a good teammate to a new level by transitioning to our newest facility in Bagdad.

[the senior leader] will use keywords like:

Candidly

We'll circle back

Visibility

That's right

Purview

In other late-night shows, they get celebrities to read mean tweets about themselves. We got our VP of IOR Technology - who, by the way, is still working on making that first sale. Safety team, please dim the lights - his bone structure can be overwhelming under direct lighting. [our VP of IOR Technology], everybody!

[HOST KJ]

Intro to Rejected Mascots

Before we landed on our lion for its attitude, effort, and discipline, there were other mascot suggestions. A lot of them. These were all rejected, and you're about to understand why.

Ostrich - Burying your head in the sand makes all problems disappear.

Dallas Cowboys - All the best resources, mediocre performance.

Napping Lion - The king of the jungle sleeps for 16-20 hours per day, just like some of our treaters.

Smokey Bear - Only YOU can prevent scale and corrosion!

Duck - Looking calm on the surface, paddling like hell underneath the water.

Dory (from Finding Nemo) - Just keep treating, just keep treating.

Tortoise - Permanent hard hat and slow driving? This is HSE's dream.

Taylor Swift - We're always on top, but you better not ever break up with us.

Bruno (from Encanto) - We don't talk about spills. No, no, no!

Aggies - Midnight yell is what we do when customers call after bedtime.

Silver Fox - [a teammate] was the only one who voted for this one.

Shrek - We may not be pretty or smell good, but we get things done!

Sully (from Monsters, Inc.) - Big, overweight, and in need of a shave.

Dolly Parton - We DON'T just work 9-5.

Pinky & The Brain - What are we doing today, Ryan? The same thing we do every day. Try to take over the market!

[HOST KJ]

Intro to Thank You Notes

[a senior leader] has some gratitude to express. Whether we want him to or not. And knowing [the senior leader], we could be here a while...

[HOST KJ]

Intro to Promo Video

It's time to focus on the real reason we're all here - to recognize the exceptional people of Imperative. There are many ways to measure success in our industry. But at Imperative, we measure the heart of our organization through attitude, effort, and discipline. The Lion Award represents these qualities - it's our highest honor, given to those who embody the true spirit of what we stand for. Let's watch a video from our previous Lion Award winners about what it means to them.

[PRESENTER]

Intro to All Nominees

Each nominee I'm about to call represents the heart and spirit of Imperative Chemical Partners. These 49 individuals were nominated by their peers for consistently demonstrating the qualities we value most - attitude, effort, and discipline.

As I call your name, please come forward to receive your golden lanyard. This lanyard symbolizes your Lion Award nomination and should be worn with pride throughout our conference. It represents not just what you've achieved, but how you've achieved it - through unwavering determination and commitment to excellence.

Please join me in recognizing each nominee as they come forward...

[[the presenter] calls names one by one]

These nominees exemplify what it means to have the heart of a lion. Please join me in congratulating them one more time.

Now, I invite everyone to enjoy dinner and meaningful conversations with your teammates. This is your time to relax, unwind, and celebrate together. As you enjoy dinner, the screens will display each nominee along with highlights from their nomination letters.

[A teammate] stands up to pray.

DINNER BEINGS

[HOST KJ]-(Intro video #1 PLAYS two MINUTES BEFORE DINNER ENDS)

Intro to CEO Confessions

Now our CEO Ryan Havens has some things he needs to confess. Apparently, he's been carrying these around for a while, and tonight seemed like the right time to share them.

For legal reasons, I have to mention that these weren't my idea.

Ryan, come up here and clear your conscience.

[HOST KJ]

Intro to Lip Sync Battle

According to the schedule, we're now doing a lip sync battle. Two of your coworkers have agreed to this, which says something about their judgment.

I've been asked not to reveal who they are, but based on the song choices, we should all be concerned.

(Ask the audience to cheer for the loudest for the winner!)

[HOST KJ]

Intro to Top 10

While he's no David Letterman, our CEO Ryan will deliver an epic Top 10 list. Apparently, running a company leaves you with too much free time.

Ryan, come disappoint us.

[PRESENTER] - (Intro video #2 before)

Intro to 10 Year Service Awards

At Imperative, service awards represent more than just time - they represent legacy. Tonight, we honor individuals who have helped shape our company for a decade or more.

These team members have witnessed the evolution of our industry and our technology. Some of them started their journey wearing different logos, but today we stand as one team, united in our commitment to excellence.

Our 10-year award recipients have demonstrated something invaluable in our industry - consistency. Day after day, year after year, they've shown up and delivered excellence. They've weathered industry ups and downs and adapted to countless changes.

The recipients highlighted in yellow on the screen are here with us tonight. When I call your name, please come forward to receive your award and our gratitude for a decade of dedication...

[10-year service award recipients — names redacted]

Now I'd like to call up to the stage our previous Lion Award Winners....

[PREVIOUS LION AWARD WINNERS]

Intro for Lion Award Finalists

KURT BENNETT

As previous recipients of the Lion Award, we have the honor of introducing this year's finalists. These individuals represent the very best of Imperative - they are truly the kings and queens of our jungle.

ASHLEY JOHNSON

These finalists aren't just employees who do their jobs well. They are leaders who innovate and inspire. They set the pace for everyone around them, showing what it means to have a lion's heart through their fierce loyalty and protective nature.

WES DUKES

Each of these finalists embodies the Lion Mentality in their own unique way. They didn't just walk the extra mile - they sprinted it. Then they came back and built a bridge to make it easier for others to follow. That's what true leadership looks like.

Please join us in recognizing our 2024 Lion Award finalists. As we call your name, please come forward...

[PRESENTER]- (Intro video #3)

Intro for New Teammate Recognition Award

Earlier, we got to celebrate some old-timers who have been with Imperative for 10 years—but not everyone here remembers a time when smartphones weren't as smart and the most advanced technology at work was a fax machine.

Every year, we welcome fresh talent into our organization, growing stronger by attracting some of the best external talent out there.

Some people don't just start strong—they hit the ground running and never stop. This award isn't just about being new and good at your job. It's about infusing our company with fresh ideas, energy, and making an impact from day one.

Tonight, we recognize a group of individuals who have done just that. And who knows? Maybe in ten or twenty years, we'll be celebrating them again.

Let's give a big round of applause for this year's New Teammate Recognition honorees— [New Teammate Recognition honorees — names redacted]

[PRESENTER]

Intro for Stepped It Up Award

Our next group of awardees didn't just show up and do their jobs—they leveled up. They made massive strides this year, proving that hard work and growth go hand in hand.

They didn't just improve—they pushed themselves to new heights. When they heard 'good job,' they responded with, 'Thanks, but I can do better.' And when they were needed most, they answered the call.

Tonight, we recognize three individuals who went above and beyond, setting a new standard for excellence.

Let's give a big round of applause for this year's Stepped It Up award winners—[recipient names redacted]!

[PRESENTER] (Intro video #4 here)

Intro to 2024 Exceptional Teammate Award

Great teams are built on great people—those who show up, step up, and bring out the best in everyone around them.

Our 2024 Exceptional Teammates have fully embodied what it means to be a quality teammate. Their impact is not just seen in their work but felt by those around them. They lead with dedication, inspire with their actions, and make a lasting difference through their hard work and support.

Tonight, we recognize four individuals who truly represent what it means to be an exceptional teammate.

Let's give a big round of applause for [recipient names redacted]!

[PRESENTER]

Intro for Comeback Player of the Year Award

Our next award goes to someone who rejoined the team and hit the ground running. [our Regional VP of Operations, Permian Basin] returned to lead as the Regional VP of Operations for the Permian Basin, bringing invaluable experience and leadership to the role.

In his short time back, [our Regional VP] has already made a big splash—proving that comebacks aren't just for underdogs.

Please join me in congratulating [our Regional VP, The Comeback King]!

[CHIEF COMMERCIAL OFFICER]

Intro for 2024 Marksman Award

As the new Chief Commercial Officer, I'm excited to present our Marksman Award. While I wasn't here to witness the hunt in 2024, this award recognizes the individual who demonstrated exceptional precision in bringing revenue to Imperative. Like a true marksman, they showed focus, discipline, and an unwavering eye on the target.

One person stood out by consistently hitting their mark. Through strategic focus and precise execution, they brought in the highest revenue for our company.

Please join me in congratulating our 2024 Marksman, [the 2024 Marksman]!

[PRESENTER] (Intro video #5)

Intro for [a senior leader] - We Win Award

So today, I'm proud to present the Annual [a senior leader] 'We Win' Award in honor of, well, myself—this is a recognition of those who truly understand that sometimes, more words mean more winning.

Now, let me tell you exactly how we came up with this award... and I promise to keep it brief...

.....

[a regional leader].... come on up and say as many words as you'd like.

RYAN HAVENS / [HOST KJ]

Intro to Lion Award Winner

Ladies and gentlemen, we've arrived at the moment you've all been waiting for—the presentation of our most prestigious honor: the Lion Award.

Every year, selecting our Lions is no simple task. This isn't just an award—it's a testament to extraordinary leadership, resilience, and the spirit of our organization.

Let me be frank—selecting our Lions this year was like trying to agree on a restaurant for a team dinner. Passionate debates, competing opinions, and enough strong personalities to make our conference room feel like a war zone. Nonetheless, we persevered.

In our search, we looked for individuals who embody the true essence of a lion. We look for individuals who truly represent what it means to be a Lion. Not through titles or accolades, but through their actions. Lions who protect, who lead, who never quit. Lions who are brave, courageous, and completely dedicated to their pride—their team.

We sought those rare teammates who don't just meet expectations, but completely redefine them. Those who work tirelessly behind the scenes, who challenge processes, who inspire without seeking the spotlight.

Tonight, we celebrate a true embodiment of the Lion Award—a leader whose journey transforms the very definition of excellence.

Picture someone who didn't just climb the corporate ladder, but rebuilt it with their own hands. Starting in one of our most challenging roles, this individual's path wasn't about waiting for opportunities, but creating them. From a treater truck driver to a critical leadership position, their story is a masterclass in determination.

This leader doesn't just manage—they inspire. They face complex challenges with a calm, calculated approach that turns obstacles into stepping stones. Whether resolving critical operational issues or supporting team members, they lead with an unwavering commitment that goes far beyond job description.

Resilience isn't just a word for this individual—it's a way of life. Personal challenges have never been a roadblock, but a proving ground. They've demonstrated time and again that true leadership isn't about avoiding difficulty, but about how you show up when difficulty arrives.

Their leadership style is unique. Compassionate yet decisive. Hands-on yet strategic. They see potential where others see limitations, and they have an extraordinary ability to lift those around them. Every team member feels valued, every challenge becomes an opportunity for growth.

Our Lion embodies our core values not through speeches, but through consistent, meaningful action. They are the first to roll up their sleeves, the last to take credit, and always focused on collective success.

This year's recipient reminds us that leadership isn't about a title. It's about impact. It's about inspiring others to believe in themselves and not accepting the status quo.

Please join me in congratulating our 2024 Lion Award winner—Shane Burt!

QUEUE FAMILY VIDEO

RYAN HAVENS

Mixer Instructions

Our mixer will be held in the Black Swan. You'll receive three drink tickets at the door. After that, anything you'd like is on your tab—not ours!

The mixer ends at 10:00 PM, and we have a day's worth of great work ahead.