



A Special Report
from the
Rohm and Haas
Community
Advisory Council

DID YOU KNOW...

Knoxville, Tennessee

August 1996

DSM 137425

"The initiative of Rohm and Haas to form a Community Advisory Council is representative of the progressive corporate attitude and openness toward environmental and community responsibility that I've found throughout my involvement with the company."

• Fred Martin

*Vice-President Economic and Community Development,
Pellissippi State Technical Community College*

...We Represent You

IN 1988, ROHM AND HAAS FORMED THE Knoxville Community Advisory Council (CAC) to serve as its "voice of the community." Put simply, the CAC is a way of encouraging dialogue between the fence-line neighbors, government and regulatory bodies, environmental and conservation groups, civic organizations and the local plant. The Knoxville CAC was one of the first citizens' councils created in the U.S., and originally it consisted of 26 member groups with one representative from each organization participating in monthly meetings with plant management and other Rohm and Haas personnel. Today, 43 citizens are active on the local Rohm and Haas CAC, where

they learn about the chemical industry, the Knoxville manufacturing facility, its processes and products, related environmental and safety issues, and the company's impact on the local economy. Likewise, the Council also helps Rohm and Haas management to be more aware of neighborhood and community interests and concerns.

...You Use Rohm and Haas Products Every Day

AS A CITIZENS COUNCIL, WE'VE LEARNED that Rohm and Haas touches our lives in more ways than we ever suspected. Many of us were aware that the plant was a significant employer in the community. Some of us were interested in what impact the company has on our neighborhoods and

East Tennessee's precious natural resources and environment. Others have seen organizations they support benefit from the company's corporate giving. But one of the biggest surprises to all of us was how the specialty chemicals made right here at Rohm and Haas' Knoxville plant are found in so many products we use every day. From paints and

caulks to adhesive bandages and facial creams, or detergents and diaper wipes to paper coatings and fiber-filled gloves, we all have used products that are made possible through the chemistry of Rohm and Haas' Knoxville plant.

"I have learned so much about the plant and its operations. I never realized so many end products were made with Rohm and Haas materials or what a tremendous economic impact this plant has on the community."

Ellen Adcock

*Representative for West View Neighborhood
Association; President, Council Of Involved
Neighborhoods*

DSM 137426

...We Ask Tough Questions and Get Honest Answers

"When I became a member of the CAC, it was not without some apprehension. I was not interested in becoming a PR arm of Rohm and Haas. But the plant management quickly dispelled my concerns by acting on our recommendations whenever possible. I am constantly impressed by Rohm and Haas' openness with the CAC and the public."

Mike Tucker
Manager of Environmental Services,
Knoxville Utility Board

FROM THE BEGINNING, THE CAC HAS maintained a healthy independence from Rohm and Haas and the local plant. True, we have come to respect the company and management for its commitment to quality, its sense of responsibility to the community and the environment, and its openness with us. But we know that in order to be an effective, third-party sounding board, we must remain objective and be willing to ask the tough questions. That's why, each month, we receive a full report on the plant's safety and environmental activities — covering any accidents,

spills, emissions and off-site shipments of waste. We also have toured the plant and had several programs on the local facility's training programs. We've asked and learned about handling procedures in the shipment and transfer of the chemicals that come and go at the plant. We've reviewed on an annual basis the company's progress in reducing waste and emissions, and we've challenged and encouraged the plant to continue its recycling efforts.

Initially, we were surprised at Rohm and Haas' willingness to be honest and direct in answering our

questions, often with the support of an independent consultant or expert. Now we've come to expect — and will accept — nothing less. Without it, we will be serving only the plant's interests, and not the interests of the community, which is a critical part of our mission as a CAC.

...The CAC Reaches Out to the Community

OUR MISSION STATEMENT EMPHASIZES two-way communication. And that means CAC members not only must communicate with Rohm and Haas, but also that we must help the plant communicate with you — the community. How have we held up this end of the bargain.

In 1990, the CAC prompted Rohm and Haas to become a primary sponsor in Knoxville's first Household Toxics Roundup as a means for communicating the proper disposal of certain household products. Many Council members actively worked at the Roundup,

which collected more than 19,000 pounds of waste for proper disposal.

For more than three years, the CAC has set-up and participated in speaking engagements to various civic, professional and neighborhood groups, providing information on Rohm and Haas and explaining

"The CAC offers a great way of communication between the plant and the community and it helps remove fear from the unknown."

Bo Townsend

Executive Director of Ijams Nature Park

the purpose and benefits of a citizens council.

In 1993, the CAC helped plan and participated in a public open house as part of the Knoxville plant's 50th Anniversary Celebration. This included development of a pamphlet and display on the CAC and its role. More than 1,200 people attended the one-day event.

The CAC has encouraged Rohm and Haas to reach out to the local schools, something which the local plant has proactively done for many years. As a result of the CAC's influence, a special presentation featuring "Dr. Beaker," a Rohm and Haas chemist, is seen by hundreds of students in area schools each year.

The CAC sponsored and promoted a special Neighborhood Forum in 1994, inviting fenceline neighbors and the community at large to West High School for an open discussion with the Chairman and CEO of Rohm and Haas Company and local plant management.

Reaching beyond the Knoxville community, the CAC has been involved in joint sessions with other Rohm and Haas citizens councils as well as with a similar group from Eastman in Kingsport, Tenn. An important part of our vision for the future is to serve as a role model in encouraging other businesses and industry to communicate openly with the communities they serve.

Mission Statement

AS A RESPONSIBLE INDUSTRIAL RESIDENT of Knoxville and Knox County, the Rohm and Haas Company of Knoxville believes in ongoing and open discussion with the community regarding its operations, safety programs, environmental efforts, and many other aspects of the plant that impact the community.

In order to facilitate communication and involvement with representatives of the community, the plant has formed the Rohm and Haas Company Knoxville Community Advisory Council. The Council is comprised of representatives of the Knoxville community who meet on a regular basis with

plant management to explore a variety of interests of common concern.

The Council will provide the plant with feedback on its operations, concerns of the residents living and working near the facility, and its expectations of the Company. The Council will have an opportunity to review in detail steps being taken to ensure the community of a safe, responsible operation.

The Company expects that the Council will be proactive in recommending ways of improving communications with the general public as well as providing input on community issues that the Company should address as a corporate citizen.

Member Organizations/Representatives

For more information about the
Rohm and Haas Community Advisory
Council, Knoxville, Tennessee,
please call 423-584-0550

**City of Knoxville
Development Services**
Charles Barker
Manager
Susan Brown
Director

City of Knoxville Fire Department
Lloyd Smith
Fire Marshal
Bill Pittman
Deputy Fire Marshal

Fort Sanders Health Systems
Alice Houser
Risk Manager

**Fort Sanders Neighborhood
Association**
James Mason

**Greater Knoxville Chamber of
Commerce**
David Swanner
Melissa Muendel

Ijams Nature Park
Bo Townsend
Executive Director
Jackie Lane

Knox County Air Pollution Control
Terry Harris
Director

Knox County Commission
Bee DeSelm

Knox County Solid Waste Department
Athena Bradley
Recycling Coordinator

Knoxville Police Department
Sergeant Jack Jinks
Virgil Hubbard

Knoxville Utilities Board
Mike Tucker
Manager of Environmental Services
Joy Shular
Environmental Specialist

Local 90 Aluminum at Rohm and Haas
Joe Myers
President
Fred Owenby
Vice President

Members at Large
Fred Flenniken
Lois Russell
Nancy Stewart

**Old Mechanicsville
Neighborhood Interest**
Betty Quirk
President

**Pellissippi State Technical
Community College/Administration**
Fred Martin
*Vice-President for Economic and
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Joe Andrews
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Sophia Foster
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Human Resources Director
Tom Moore
*Manager of Safety, Health
and Environment*

Sierra Club
Randy Humble
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William Skelton
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Student Government Association President

**University of Tennessee Chemical
Engineering Department**
Dr. Don Bogue
Professor
Dr. Pete Counce
Professor

West High School
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Principal
David Bosse
Assistant Principal
Louisa Sadler
Student Representative

West View Community Organization
Ellen Adcock
Howard Russell

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