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FYI
Selling -1 -ty
on May 20

Pat H

To: Lorenz Wassell
FYI

Prudential Relocation Management

1950 Spectrum Circle, Suite B410
Marietta, Georgia 30067-6059
404-956-7237 (Fax)

Kevin
FYI
Rush City.
Better this
local?

Facsimile Transmission

Date: May 7, 1992

To: James Hyland/Manager Environmental Protection

Fax Number: (314) 694-6262

From: John Mitchell

Comments:

We are looking forward to meeting with you on May 20, 1992 at 9:00am.

Number of pages including cover: 5

If you have experienced any difficulty in receiving a complete and legible copy, please call (404) 955-1926

Thank You !

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Prudential Relocation Management

1950 Spectrum Circle
Suite B-410
Marietta, GA 30067

404 955-1926

April 8, 1992

Mr. Mike McCullough
Plant Manager
Monsanto Company
P. O. Box 816
Soda Springs, Idaho 83276

Dear Mr. McCullough:

Enclosed is a brochure which, along with this letter, will provide you with some information that may be of assistance to you. The Community Interaction Consulting Group is a service offered by The Prudential that has been utilized by certain refiners and chemical manufacturers in the United States. We are currently assisting Fina Oil and Chemical Company with their Fairlea Property Purchase Program in Port Arthur, Texas.

The Community Interaction Consulting Group specializes in helping companies manage relationships with their fenceline neighbors and with their communities-at-large. Sometimes the mission is to diffuse a short-term confrontation - and sometimes it's to create a better long-term environment for company and community to live side-by-side.

What is the reason for this new community awareness on the part of American industry? Some feel that their company is now ready to begin breaking the tradition of silence - to begin responding strongly and creatively to criticism from community or environmental groups. The common thread in discussions of the future between companies and their fenceline neighbor is this: it's time finally to be the originator of positive action, rather than to have negative reaction arrive at the front gate, on the evening news, or via the office of the corporate attorney.

How can "Community Interaction Consulting" help? Our services range from situation analysis, to planning, consulting and project implementation. We act comfortably in any or all of these capacities. Some of our projects have required that we integrate analysis, planning consultation and implementation. Here's a sampling:

- Manage the announcement and launching of a "safety zone" concept involving the buyout of over 100 properties, and the careful relocation of over 300 families, in a village where family roots go back over 10 generations. - **Dow Chemical**

- Develop a plan to provide individual family counseling to implement a class-action court settlement entitling residents in an allegedly environmentally-affected zone to: a property buyout, family relocation, and monetary compensation. - **Conoco Inc.**

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- Develop a feasibility study for senior management to determine if a small fenceline subdivision should be approached with a buyout program.

Needless to say, our clients have asked us to perform difficult tasks as their intermediaries. Acting as an informed, experienced "middle man," we not only act to address immediate problems, but also help create a better corporate image over time. This kind of "image equity" continues to yield real long-term benefits to each of our client companies, long after we have departed.

To broaden awareness of this service, we would be pleased to provide any persons in your company who are responsible for addressing environmental, health, safety or legal issues with this brochure and information if you will provide me their names. I will follow up with you next week to see if there is an appropriate time for us to visit. Until then, I may be reached at our Atlanta office at (404) 955-1926.

Sincerely,

John C. Mitchell

John C. Mitchell
Project Director

JCM/ll

Enclosure

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We should all be concerned about the future because we will have to spend the rest of our lives there.

CHARLES FRANKLIN KETTERING, 1949

Prudential Relocation Management and its consulting subsidiary, Moran, Stahl & Boyer (MS&B), have twenty-six years of experience in helping companies manage change in creative and cost effective ways.

Our unique consultative approach helps address critical issues for our clients – where corporate and community agendas intersect.

Recent project experience includes the following:

- community program research
- community outreach consulting
- planning and communication services
- community advisory board facilitation
- community information centers
- value protection programs
- greenbelt/buyout programs
- settlement implementations

For further information please contact:

Ms. Mayme Mitcham, Vice President
or
Mr. Peter H. Wayman, Senior Vice President
Prudential Community Interaction Consulting Group
1950 Spectrum Circle
Marietta, Georgia 30067
404 - 955 - 1926

COMMUNITY
INTERACTION
CONSULTING
GROUP

ThePrudential

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Corporate agendas and community interests are sometimes at odds. Solutions can be hard to come by.

The emotions of the parties involved, fueled by the agitation of outside forces, can cloud the path to common ground.

In the past, corporations have elected to manage these situations by using internal resources, such as public relations or corporate legal departments.

But forces outside the community have become increasingly adept at negatively influencing public opinion on environmental issues and corporate responsibility. This has caused more than a few companies to consider long-term alternatives to real or potential community conflicts.

Heated confrontation over the community's environment has added to the tension between petrochemical firms, their fenceline neighbors and local communities. In a one-sided chorus, the public and the news media tend to respond with harsh prejudgement.

In this climate of misinformation and mistrust, how can any company begin to ensure its future growth...and possibly, its survival?

Today, more than ever, there are very real risks to a company's financial health, to its image, and to its ability to conduct business in its own neighborhood.

Many companies now realize that the most responsible option is to take an *active* approach.

A number of firms have already taken action by increasing community outreach programs. By making an effort to be better attuned to public needs and changing attitudes, companies create what amounts to a "crisis early warning system."

Others have taken further steps by establishing community advisory boards, visitor information centers, or by introducing "real estate value protection," "greenbelt," or safety zone programs.

While no company expects an individual program to entirely eliminate negative press or potential litigation, companies have seen measurable benefits when they take well-conceived steps to develop better relationships with their local communities.

Naturally, when it comes to the complexity of community relations, many firms see value in selecting resources with a proven track-record. Using external resources allows a company to quickly add experienced members to its task force. Outside support can also provide a buffer in highly contentious community situations.

The Prudential, one of America's most prestigious and future-driven companies, provides experienced community relations management via its Community Interaction Consulting Group.

The Consulting Group has been effective in building bridges between companies and their neighbors. How?

- by providing experience, objectivity, and new perspectives
- by working to overcome community prejudice toward the company
- by offering new alternatives to manage ongoing community interaction
- by delivering communication and implementation programs

Getting the right help early on, before a crisis begins, is critical to the long-term success of community interaction. Our first step is to help our client companies refine a vision of the company's future in the community. And to assure that the new vision has a foundation in real-world experience, we work with our client companies to study past and present programs and issues and refer to our database to forecast potential scenarios.

After developing a customized, long-term strategy together, we offer our clients: community interaction programs, public relations efforts, project management and real estate services, if required.

Our consultants represent a variety of complementary specialties: from mediation to public relations, from counseling to intercultural communications, from community planning to real estate.

Every project is completely different. Our only "product" is our unique approach which combines creativity, imagination and hard experience, tempered with a tested sensitivity to the corporate bottom line.

Prudential has had success in designing and managing complicated community programs which have involved multiple consulting and professional disciplines, broad environmental and social issues and national media exposure.

We offer assistance to our clients which is based on a foundation of project experience, plus the depth of support to manage a project until its successful conclusion.

Our services are available in phases — from per diem consulting through total program implementation.

The Community Interaction Consulting Group helps build bridges between companies and their neighbors.

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