COMMUNICATING CHANGE

Monsanto Chemical Company
Plant Public Affairs Conference
Sheraton West Port Inn
St. Louis, MO
April 26 and 27, 1989

Agenda

Wednesday, April 26

Noon to 5:00 p.m. **Registration**
Sheraton West Port Inn Lobby

5:00 p.m. Meet in hotel lobby and board buses for reception and dinner.

6:00 p.m. **Reception**
Missouri Botanical Garden
Tower Grove Gates

7:00 p.m. **Dinner**
Missouri Botanical Garden
Monsanto Hall
Monsanto's Environmental Vision
Where the drive for waste elimination is taking the corporation and its operating companies, and why this drive is founded upon a redefinition of "right to operate."
Speaker: **Harold J. Corbett**
Senior Vice President
Environmental, Safety and Health
Monsanto Company

Thursday, April 27

8:00 a.m. **Continental Breakfast and Registration**
St. Moritz and Bern Rooms

8:30 a.m. **Welcome**
St. Moritz and Bern Rooms
Speaker: **Robert G. Potter**
Group Vice President, Monsanto Company
President, Monsanto Chemical Company

8:45 a.m. **The Decision Manager**
St. Moritz and Bern Rooms
Instant survey! Using a computerized opinion polling program, conference attendees will identify the key public affairs issues facing MCC.
Speaker: **Edmund M. Burke**
Director, Center for Corporate Community Relations

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10:00 a.m. **Break**

Thursday, April 27 *(Continued)*

10:15 a.m. **Greenpeace: The Aftermath**
St. Moritz and Bern Rooms
Attendees will hear and discuss how Monsanto's plants along the Mississippi River had very different experiences with Greenpeace last fall, and how the plants responded.
Speaker: **Glynn A. Young**
Manager, Environmental and Community Relations
Monsanto Chemical Company
Panel: **Thomas J. Ward**
Environmental Superintendent
Muscatine Plant
Robert F. Boland
Environmental Superintendent
J. F. Queeny Plant

11:15 a.m. **Environmental Activism in the 1990s**
St. Moritz and Bern Rooms
The trends, issues and activities that signal the new age of the environmentalist.
Speaker: **Candy Ashman**
President, Association of New Jersey Environmental Commissions

12:00 p.m. **Lunch**
The Lodge
The Next Wave: Community Advisory Groups
Attendees will hear how community advisory groups can be established for plants, and how best to make them work; and how CMA is establishing a National Advisory Group under the Responsible Care program.
Speaker: **Pat Delbridge**
President, Pat Delbridge Associates

1:30 p.m. **Safety Communications**
St. Moritz and Bern Rooms
As a "right to operate" issue, safety continues to be one of industry's highest priorities. Walt Buescher talks about keeping safety an employee priority, as well.
Speaker: **Walt Buescher**
President, Grass Roots Communications

2:15 p.m. **Break**

2:30 p.m. **People and Productivity**
St. Moritz and Bern Rooms
American business is facing a period of unprecedented economic challenges, challenges that can only be met if people work together to improve profits and productivity. Communicating economic issues can build that understanding and motivation.
Speaker: **Dan Dickinson**
President, Productivity Communication Center

4:00 p.m. **Evaluation**

4:15 p.m. **Adjourn**

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Registration Form
Monsanto Chemical Company
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St. Louis, MO
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Name_____
(As you would like it to appear on your name badge; Example: Bob Smith)

Title_____

Location_____ Mail Code_____

■ I will _____, or I will not _____,

attend the reception and dinner at the Missouri Botanical Garden on April 26, 1989.

St. Louis people, please note: I will _____, or I will not _____,
ride the bus from the hotel to the Garden.

■ I will _____, or I will not _____,

attend the MCC Plant Public Affairs Conference on April 27, 1989.

Reminder: A block of rooms has been reserved for our conference at the Sheraton West Port Inn. You may make your reservations directly at (314) 878-1500. *You must tell them you are with the Monsanto Chemical Company Plant Public Affairs Conference.*

Please complete and return this form to Fran Ringkor, G4WF, in the enclosed envelope no later than Wednesday, April 12, 1989.

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