

To: Lorraine Twerdok <Twerdokl@api.org>
From: lynn.b.russo@exxonmobil.com <lynn.b.russo@exxonmobil.com>
Cc: Benzene OC listserve (E-mail) <BenzConsort-OC@listserve.api.org>
Bcc:
Received Date: 2005-05-23 20:32:11 GMT
Subject: Re: FW: CHINA

We still have the "hurdle" of this not being an API study. Having an article in an API publication is not consistent with that. And the attached draft article does not recognize that concern.

Lynn

"Lorraine Twerdok"
<Twerdokl@api.org> To: "Benzene OC listserve (E-mail)" <BenzConsort-OC@listserve.api.org>
cc:
Subject: FW: CHINA
05/23/05 04:18 PM

To OC members - another request for an article about the SHS. You'll remember we had this same request about a year ago, and it was decided not to submit an article.

Details below - and please let me know your opinion as to whether to submit an article.

Thanks,
Lorraine
-----Original Message-----
From: Ray Connolly
Sent: Monday, May 23, 2005 4:12 PM
To: Lorraine Twerdok
Cc: Michael Shanahan
Subject: CHINA BENZENE

LORRAINE:

The next issue of Denise McCourt's API Connection newsletter will feature a story about Red's visit to Beijing to open the new standards office there. We would like to give equal billing to another China story -- the China benzene study project.

I know your committee had reservations about running this story last year. But, with the passage of time, and having gotten through the recent AP/Houston Chronicle stories in good shape, is there any reason not to run this story now -- particularly when it explains the project in very positive terms and can build additional awareness of it and support within the industry?. As you know, the newsletter goes exclusively to API member service and supply companies.

The next issue will be distributed July 10. API Connection is now an exclusively e-mail publication.

Hope you and your colleagues will agree that publishing a China benzene story in the newsletter would be a worthwhile move that could only benefit both API and the China benzene project.

RAY

(See attached file: API CONNECTION - CHINA BENZENE.doc)

Attachments:

API CONNECTION - CHINA BENZENE.doc

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Cc: Benzene OC listserve (E-mail) <BenzConsort-OC@listserve.api.org>
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Received Date: 2005-05-23 21:01:13 GMT
Subject: RE: FW: CHINA

Good point, Lynn. This article was written by one of API's PR staff after a discussion with me on the program. Since the decision was made early on not to pursue the issue, I didn't take the time to edit the article.

We can edit this article, or scrap it altogether and start again . . . if the group decides to move forward.

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