

Purpose (continued from page 3)

A member requests that a representative from DTSC attend a CAP meeting and explain the inspection process. He also comments that Dow tries hard to be in compliance and wondered why the agency should spend its limited time and resources on a "good" company when others blatantly violate the regulations.

- Sarnia Panel receives overview of the Canadian Chemical Producers' Association and the Ontario Ministry of Environment & Energy Pollution Prevention Partnership Program and the Memorandum of Understanding (MOU) that provides the framework for the Pollution Prevention and Reduction Partnership. Feedback is sought from the panel regarding the value of the MOU and ways to communicate progress to the community.

- The Joliet CAP reviews the worst case credible scenarios for the Joliet site to assess the impact on the plant near neighbors. The head of the county HAZMAT team and an official from the Emergency Management Agency (EMA) attend the session. The CAP tours the EMA facilities to see how the community emergency plan would be activated in an emergency situation.

We hope you have enjoyed the first issue of your CAP newsletter. Please send comments to Pat Brink at 2020 Dow Center, Midland, Michigan 48674, or call (517) 636-5787.

Dow is a Responsible Care® Company



Responsible Care®
A Public Commitment

CAPS ... Increasing Effectiveness

- Monthly reporting of CAP activities in local newspapers.
- Special "public" meetings as appropriate for issue at hand.
- Increased employee communications regarding CAP activities, stressing improvements made at CAPs' suggestions.
- Pre-meeting mailing of information on "complex" issues to be discussed at panel meetings.
- Periodic community surveys to learn about the community's concerns/issues with Dow facilities.
- Annual reports featuring CAP accomplishments.

CAPS ... Updates!

A United States nationwide survey of community advisory panel members undertaken by the Chemical Manufacturers Association (CMA) reveals that CAP members are positively affected by their experiences on the Panel. Awareness of Responsible Care® is relatively high among members, but there is room for improvement.

The most cited recommendation for improving CAPs is to get information out to the public and to educate the public. A full report is available from Pat Brink.

Dave Buzzelli is featured speaker at Freeport meeting honoring CAP members and their spouses. Buzzelli addresses the role of CAPs in Dow's global mission. The CAP will have the opportunity to meet with Dow's Corporate Environmental Advisory Council (CEAC) during 1994.

CAPS ... And Responsible Care®

The first guiding principle of Responsible Care®, the global industry initiative dedicated to continuing improvement in environmental, health and safety performance, states that we will "... recognize and respond to community concerns about chemicals and our operations." The CAP process reminds us of our obligation to consider and discuss with our communities all decisions that affect them. The CAP process provides an excellent mechanism to begin this public dialogue. Dow benefits, the community benefits, and hopefully the CAP members benefit from their participation on the panel.

At the Flint meeting, you told us that first-hand knowledge of the Responsible Care® initiative would be helpful in generating agenda items for future meetings. We promise that 1994 will be a year of opportunity for learning about Responsible Care® in addition to the other pressing concerns you have.

- An official from the Louisiana Department of Environmental Quality addresses the CAP, stressing the CAP's critical role in the Responsible Care® initiative. He states that Responsible Care is setting the direction for overall environmental improvement in waste prevention, product stewardship and community.



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Responsible Care®
A Public Commitment

CAP NEWS & VIEWS

Community Advisory Panels

DOW

An Open Letter to CAP Members, Facilitators and Dow Representatives: We're Listening ... And Changing

Many thanks to each of you who took part in the global Community Advisory Panel (CAP) meeting in Flint during the fourth quarter of 1993. I would like to share some personal observations and thoughts.

First, the enthusiasm and insights generated at the Flint meeting have already proven invaluable to Dow management as we move forward with the CAP process. CAPs are an integral part of our decision making. They serve as an important link between Dow and its plant communities. And that link helps Dow understand more clearly the real concerns of the community about our company and the chemical industry.

The public once viewed the chemical industry as being interested only in profits with little regard for their plant communities. Fear and mistrust once stood in the way of effective dialogue and mutual understanding of needs. Now, you're helping us understand that communication is essential. As a corporation, Dow needs to reach out to its communities. We've realized that it's good business to be a good neighbor and corporate citizen! People have the right to know what we are doing and how our plant operations may affect the community and economy.

A CAP is not a public relations gimmick. Nor is it a forum for activists to pursue their own personal agendas. It is a group of individuals committed to a process of open and honest dialogue. Each CAP is encouraged to set its own agenda and should discuss any issues without feeling that the company is in control.

We appreciate each CAP member's on-going commitment to spend personal time working with Dow management to achieve greater understanding of community issues. Thank you.

Thanks also to the facilitators who serve as objective participants and keep us on track with our panel members.

And, to the Dow people involved in the process, thanks for understanding its importance and for working hard to continue this proactive process.

Thanks to all of you for being part of the team! I am looking forward to a year of learning and growing.

Dennis Heydaneck

Dennis Heydaneck
Director, Global and North American Issues Management

CAPS ... Panels Are Active

- In Torrance, Panel members tour epoxy resins plant — the resin used to produce laminates for electrical circuit boards. Members see the Product Stewardship Responsible Care® Code in action.
- Allyn's Point management commits to meeting with panel members prior to scheduled CAP sessions to answer new member's individual

questions. At a regular update session entitled "This Month At Dow," members learn of Dave Buzzelli, corporate vice president, Environmental, Health, Safety and Public Affairs and his participation as Co-Chair of the President's

Council on Sustainable Development (PCSD) that addresses economic growth with a focus on concurrent environmental protection.

- The Freeport CAP receives a detailed report on a simulated drill conducted to ensure that all protocols are in place to minimize impact to employees and the community in the event of an incident.

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Active (continued from page 1)

- Midland's Panel releases its second annual report to the community highlighting its activities and accomplishments. Concerns raised by panel members regarding Dow's purchasing policies and subsequent impact on the local economy led to interactive discussions and several proposed solutions by Dow, including opportunities for company-sponsored seminars focused on supplier and purchasing criteria.
- Dow Sarnia reviews guidance document regarding its contributions policy.
- Dow's Louisiana Division publishes a list of highlights (1989-1993). The October issue of the *Bayou Bulletin*, Plaquemine's newsletter, features an article on the CAP and its progress.
- The Morrisonville relocation project is discussed in detail in response to a panel member's concern based on an article in *Audubon Magazine*.
- The UK Chemical Industries Association promotes Responsible Care® "Cells" ... a group of companies working

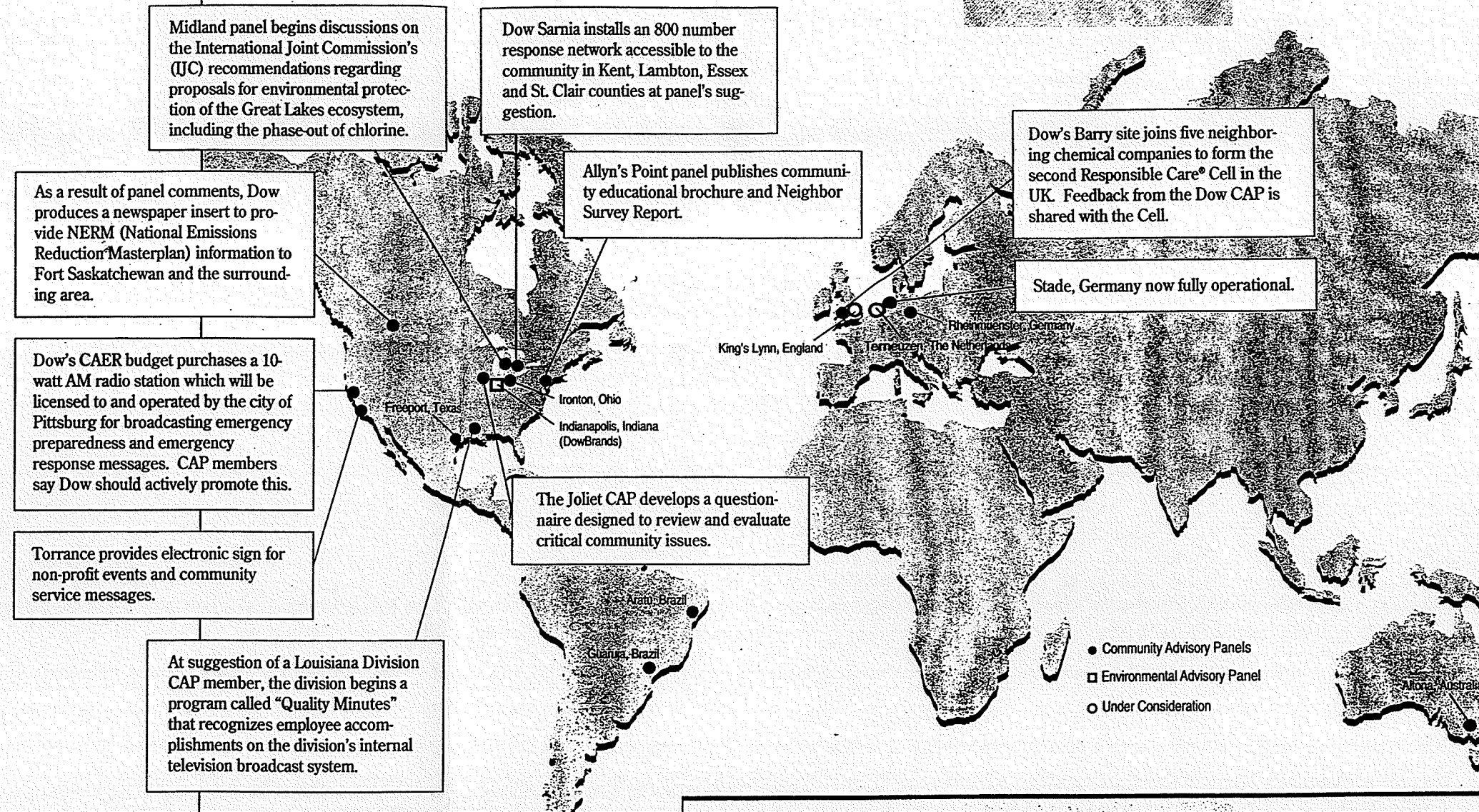
together on common issues and helping support each other to achieve their common objectives: to improve environmental, health and safety performance, and to address public concerns.

- The Joliet CAP recommends Dow issue a local press release publicizing the *Fortune* magazine article listing Dow in their top ten environmental list of U.S. companies. "It's important to us, we are the neighbors," stated a CAP member.
- CAP member volunteers are asked to join a committee developing plans for the beautification of property adjacent to the Pittsburgh-Antioch Highway near Dow and other industry property. A Pittsburgh plant operator becomes an employee representative to the CAP.
- Panel members request a presentation "benchmarking" community health in Fort Saskatchewan, to include a comparison of current data with the provincial average or with similar locations in Alberta or Canada. Areas of broad concern are respiratory diseases and cancers.

CAPS ... Potential Future Agenda Items

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| ☐ Impact of proposed United States federal health care reform on Dow, its suppliers and its communities. | ☐ The chlorine issue. |
| ☐ Impact of Dow subsidiary issues on the company. | ☐ The United States EPA's "Risk Management Programs" proposed rule. |
| ☐ Regional environmental updates. | ☐ Dow's position on the North American Free Trade Agreement (NAFTA). |

CAPS ... Global Growth



CAPS ... Panels With A Purpose

A major goal of the CAP is to extend the impact of the panel beyond its members to the community to encourage community wide input. Panel members want to be viewed as a group of people who voluntarily give Dow advice at Dow's request rather than a group of people representing the community. We need to involve our CAPs in advance of breaking issues whenever possible.

- The Allyn's Point CAP agrees to review communications materials being prepared for

plant communities about the proposed EPA "Risk Management Programs" rule that will require the chemical and many other industries to report their "worst-case scenario" to the public. The EPA definition is not yet final, but focuses on what is the worst accident that could happen

from the "mishandling" of chemicals present at a facility. A plan for prevention of accidents will be required by law. To have your CAP members involved in this advisory capacity, please contact Pat Brink for information.

- The Pittsburgh CAP discusses the California Department of Toxic Substance Control (DTSC) notification of 32 alleged violations by Dow.

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