

Message

From: MITCHELL, BRADLEY C [AG/1000] [/O=MONSANTO/OU=NA-1000-01/CN=RECIPIENTS/CN=BCMITC1]
Sent: 7/18/2008 10:08:03 PM
To: PEIRCE, BOB [AG/1000] [bob.peirce@monsanto.com]; YOUNG, GLYNN [AG/1000] [glynn.young@monsanto.com]
Subject: RE: Issues work

Thanks Bob,

Some thoughts for things you might considering taking on that are currently tasked with Issues Management:

1. Sit related Issues - explosion, natural disaster, activist attacks and protest, chemical discharge, pandemic.
2. Human Rights - child labor, migrant labor. Not sure if this is of interest to you.
3. Activist Defense and Offense - I think we could work together on this, but it is a big topic and I could certainly use your help on this.

Let's talk!

-----Original Message-----

From: PEIRCE, BOB [AG/1000]
Sent: Friday, July 18, 2008 3:35 PM
To: MITCHELL, BRADLEY C [AG/1000]; YOUNG, GLYNN [AG/1000]
Subject: Issues work

Sorry for the delay in preparing a list of issues that I might work with Brad and his team on, based on previous experience and strengths.

Brad also asked for a brief professional summary of experience. So, here is a short list of bullets that we might discuss at more length.

Professional Background:

-- Environmental issues background:

--Founded environmental practice for Fleishman-Hillard. Worked on numerous environmental issues over a ten year period when I specialized in the area: (1) plant operating acute situations (operating failures leading to health or environmental issues; (2) less acute, longer term issues involving for example contamination in water, air and land; (3) Superfund sites and RCRA issues; (4) risk communications on a number of issues from mercury, dioxin (managed dioxin cleanup of Times Beach, MO in which remediation option was incineration), (5) community relations issues such as plant sitings and maintaining community support for existing operations (6) building positive environmental reputation (e.g., Sea World).

--Strong background in crisis management: (1) One recent example, Graniteville, S.C., train crash that released 40 tons of chlorine and killed several people. (2) Crisis experience includes product recalls and defects, employee incidents. (3) Written a number of crisis plans and organized/implemented crisis drills. (4) Presented on the crisis communications topic to various professional groups.

--Strong experience managing situations involving activist groups and activist issues.

--Significant experience in litigation support involving individual and class action suits (including, as one example, managing for five years a very high profile public accommodations lawsuit for Cracker Barrel).

--In all, 20 years at Fleishman-Hillard and 14 years as a newspaper reporter, including full-time medical writer at the Louisville Courier-Journal.

With that as back, issues on the list that play to these strengths:

- Chemistry issues (environmental, health, exposure, endangered species act, water quality issues, Soda springs mine as it relates to mine expansion
- Site-related issues (explosion, tornado, flood, earthquake, activist attack chemical discharge, etc., as well as less intense operational issues.)
- Crisis response and planning, which could include unapproved event in food system or others.
- Activist response strategies.
- Media strategies related to controversial issues.

There may be others, depending on the needs.

I hope this helps. I look forward to talking further.

Bob