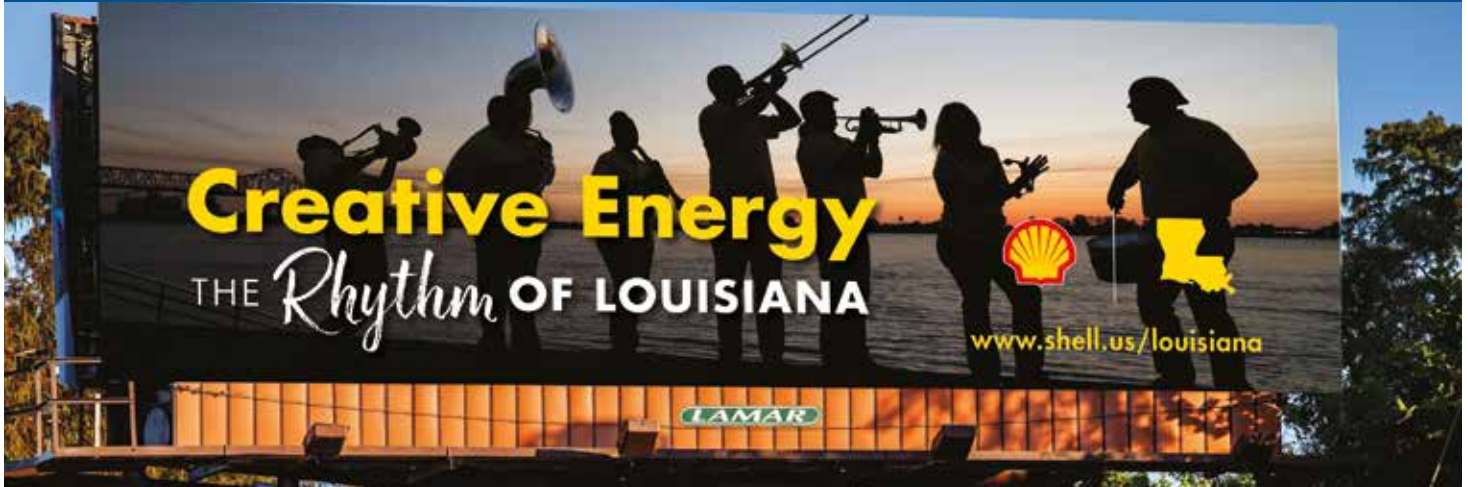


Norco NEWSLINE



The billboards are up. Radio commercials are airing – listen to a Saints game! Newspaper ads are running.



Shell's Creative Energy campaign is underway. The multi-media identity promotion highlights the company's Louisiana refineries and chemical plants in Norco, Convent and Geismar with an emphasis on the creative culture of Louisiana – while preserving and protecting the environment.

Working together, Shell manufacturing facilities in Louisiana help to supply the world with fuels and a wide range of essential products. *Creative Energy, the Rhythm of Louisiana* celebrates that partnership and encourages the community to learn more about a sustainable relationship which keeps Shell in sync with the uniqueness of Louisiana.

According to External Relations Manager **Rochelle Touchard**, Shell has been an integral part of Louisiana's industrial landscape. "In 2017, when the Motiva trademark gave way fully to the Shell Pecten at the Norco and Convent refining sites, Shell's Louisiana profile rose to new highlights," she says. "Now, Shell's long and productive relationship with the Bayou State is stronger than ever and we are celebrating a new chapter in Shell's Louisiana story. It is particularly special and relevant to Shell Norco which has been a part of the Louisiana economy for 90 years."

Touchard explains that the regional identity campaign is initially focusing on the Norco, Convent and Geismar sites. "We want to recognize our people and we'd like the citizens of Louisiana to better understand the important contributions Shell makes to their economy and quality of life," she adds. "Twenty-seven Shell Norco employees are featured in the *The Rhythm of Louisiana* promotional video including several who are both Norco and St. Charles Parish residents."



"LOUISIANA IS A VITAL PART OF SHELL'S GLOBAL BRAND," Touchard continues. "Here we embrace our culture, sustain our environment and fuel the world. We manufacture quality fuels and products safely and responsibly. Louisiana is where more than 4,000 Shell employees live and work and we're proud to call it home."

In line with Louisiana's rich arts culture, Creative Energy is highlighting Shell's historical support of the arts from the New Orleans Jazz Fest to the Lafon

Performing Arts Center.

"We want to recognize our people and we'd like the citizens of Louisiana to better understand the important contributions Shell makes to their economy and quality of life."

ROCHELLE TOUCHARD | External Relations Manager

For more information on Shell and The Rhythm of Louisiana:
www.shell.us/louisiana

Engineer Brings *Rhythm* to Shell Campaign

Tracy Alexander was among the first to answer the “do you play a musical instrument?” call from External Relations Manager Rochelle Touchard. The Process Safety Engineer hadn’t picked up her clarinet in a dozen or so years, but she enthusiastically responded “yes.” Next thing she knew she was in the spotlight representing Norco in Shell’s Creative Energy – the Rhythm of Louisiana campaign.

“I had no idea I was signing up for such an amazing campaign. It is exciting. I’m like a kid in a candy store when I see myself on a billboard, in a newspaper ad or video,” she laughs. “Though my family is in Virginia, I have been able to share the campaign with them. My parents and grandparents, of course, are loving it.”

One of several Shell employee musicians featured in the jazz band introducing the current identity campaign, Alexander emphasizes that she has always taken pride in working for Shell. “I really appreciate one of the goals of Creative Energy which is to get people to see beyond the retail aspects of the company. When I’m out in the community in my coveralls, the questions I get are often around Shell gas stations or the transport aspects of the business. The campaign really goes to show all the different types of jobs and opportunities that we have as well as the ways that we’re embedded in the community beyond the facility. For me, I see the chance to start building bridges within the community for recruitment as potential employees. I have a strong passion about recruiting graduates from four-year colleges, but also for encouraging young people to seek out things like PTEC programs for hourly opportunities in our industry. The campaign fosters those kind of conversations.”

A native of Chesapeake, Virginia and a chemical engineering graduate of North Carolina Agricultural and Technical State University,

Alexander’s musical background started with the violin in grade school. Picking up the clarinet in seventh grade, she found her rhythm. A member of her high school concert and marching ensembles, she was selected as drum major in her senior year for a 200-piece marching band. She also played in her university concert band until junior year when engineering became the overwhelming priority.



Recognizing that the study of music enhances cognitive learning in math and science, it is not surprising that Alexander had an early love for math. “But it wasn’t until one of my high school teachers encouraged me to apply for an internship with NASA that I learned about chemical engineering,” she says.

In college she landed a summer internship with Shell which led to the opportunity for a job offer. Assigned to Shell Deer Park outside of Houston in 2006, she transferred to Norco four years later.

“It took several years, actually, for me to start transitioning mentally from seeing Deer Park as home to seeing Norco as home because that was all I had known in my career,” she explains. “Becoming embedded in Louisiana however, was actually a personal journey for me because it was more than just work. As I fell more in love, personally, with the New Orleans

area it became a professional home, too. Norco definitely fosters a true family environment. You truly get to know the people that you’re working with and they get to know you. Although I have to admit, it all started with my love of New Orleans.”

“With music, that’s really where the Louisiana culture takes shape,” she continues. “It’s also food that helps you really get to know your co-workers. Norco is the type of facility where going out to lunch is really a part of your workday. You often see a whole department, a whole team, take the time to go catch up with a colleague, whether it be over something business or personal. Having lunch in lunch in Houston used to be soups, salads, or sandwiches. In the St. Charles Parish community, you enjoy home-cooked-type meals during lunch with your colleagues. You get to know the waiters, the waitresses and the owners of the restaurants in the area around the plant. They know your name.”

Just a few weeks after the Creative Energy campaign launched, Alexander learned she had been selected for a role in Process Safety with Shell Polymers/Pennsylvania Chemicals outside of Pittsburgh. “Norco will always remain home to me,” she says. “And I won’t soon be forgotten,” she smiles. “It’s not because I think I’m so unforgettable. It’s because my face is plastered all over the place. It is an honor to be part of Shell’s history in Louisiana.”

“The campaign really goes to show all the different types of jobs and opportunities that we have as well as the ways that we’re embedded in the community beyond the facility.”

TRACY ALEXANDER
Shell Process Safety Engineer





Lafon Performing Arts Center

RECEIVES \$5 MILLION GIFT FROM SHELL NORCO

Brett Woltjen made a special appearance at the Dr. Rodney R. Lafon Performing Arts Center ribbon-cutting ceremonies in Luling this August. The Shell Norco General Manager announced the site's commitment to providing a \$5 million legacy gift for new center. The gift will be made over the next several years to establish an endowment for the sustainability of current and future programs dedicated to the center.

Woltjen received a standing ovation from St. Charles Parish School Board members, St. Charles Parish Public School administrators and faculty, government officials, parents, students, the Lafon family and members of the community who attended the formal opening ceremonies.

"This state-of-the-art facility will serve as an educational and cultural hub for students, the community and the region," Woltjen said. "It is a pleasure for Shell to continue its support of the St. Charles Parish Public School System. This gift speaks to the confidence Shell has in the public school system and school board to carry out the common goals we share. We all want the best for our children and the best for our community as well as an enhanced quality of life now and in the future."

Emphasizing Shell's long history in Norco and in St. Charles Parish, as well as its commitment to supporting education and investment in the area's youth, Woltjen noted the company's belief in the importance of education. "The roots of success originate in educational excellence and the ability to prepare today's children to enter tomorrow's workplace," he said. "Recognizing that the children of our employees, our neighbors and their families will utilize this facility for generations to come, we wanted to identify an opportunity to be part of this endeavor."

Woltjen explained that the opening of the Lafon Performing Arts Center aligns with Shell's recently introduced regional identity campaign, Creative Energy...The Rhythm of Louisiana.

"Louisiana understands that its future lies in transforming its oil and gas-based economy into one that values learning, innovation, and a raised standard of living," he explains. "While technology has been clearly identified as fuel for future growth, there is another source of energy that also deserves Louisiana's attention. That energy is culture – culture via our love of food, music, visual and performing arts. It is what sets Louisiana apart."

"STEM (Science, Technology, Engineering and Math) is crucial to our future," he continued. "But the arts take education to a level beyond calculations and formulas into the creative world of what could be?"

St. Charles Parish Public Schools Superintendent **Felecia Gomez-Walker** expressed gratitude for Shell's contribution. "I want to personally thank Shell for the tremendous gift it has given the school system. The partnership between St. Charles Parish Public Schools and Shell Norco over the years has always been strong. The funding of an endowment for the Lafon Performing Arts Center is unmistakably the most significant contribution from industry that has ever been made to the school system. It also has special meaning to our school system and community as it elevates arts education and appreciation."



"This gift speaks to the confidence Shell has in the public school system and school board to carry out the common goals we share. We all want the best for our children and the best for our community as well as an enhanced quality of life now and in the future."

BRETT WOLTJEN | General Manager, Shell Norco

We are extremely proud of this facility and the opportunities it provides for our students and citizens. Shell can be proud and confident that its purpose and presence will be clearly evident," said Gomez-Walker.

Through the endowment gift, the 1,304-seat theatre within the Dr. Rodney R. Lafon Performing Arts Center will be named 'The Shell Theatre' for an initial 20-year period. At the end of the twentieth year, a minimum annual promissory gift of \$50,000.00 will be made to the endowment maintaining the naming rights in perpetuity.

"The opening of the Lafon Center is especially exciting for our students," said St. Rose Elementary School Music and Band teacher **Peggy Cooley** who greeted guests attending the ribbon cutting event. "This year, St. Rose will present its first musical production and we are looking forward to appearing on such a professional stage in The Shell Theatre."

The \$34 million, 69,000 square foot facility, named in honor of former St. Charles Parish Public Schools Superintendent Dr. Rodney R. Lafon, was constructed as part of a bond issue approved by St. Charles Parish voters in 2015.



In addition to the 1,304-seat theatre, the Dr. Lafon Performing Arts Center features a 200-seat black box theatre, a large dance studio, educational wing inclusive of multiple visual art and ensemble rehearsal studios, a television production suite, piano lab, and digital and interactive media labs.

"The funding of an endowment for the Lafon Performing Arts Center is unmistakably the most significant contribution from industry that has ever been made to the school system. It also has special meaning to our school system and community as it elevates arts education and appreciation."

FELECIA GOMEZ-WALKER | Superintendent, St. Charles Parish Public Schools

GEAUX BIG... NORCO STRONG!

When it comes to cooking jambalaya, or mixing up a gumbo, you don't have to search far to find some of the best cooks in the parish. They work at Shell Norco.

Campaign Season Kicks Off at Cook-off

The site kicked off its annual HERO campaign supporting the United Way and other non-profit organizations with a highly competitive jambalaya and gumbo cook-off. Seventeen teams got the fires going at sunrise August 30 to win the right to be named 'best of the best.' The winning teams also represented Shell at the United Way of St. Charles Battle of the Paddle this month.

"We are off to a great start in raising funds to support the site employees to top last year's record-breaking campaign which brought in \$1,158,978.44," said General Manager **Brett Woltjen**. "Norco employees are known for their generosity and with Shell's matching dollars we know we are looking to set a new record." Woltjen challenged Norco employees to "Geaux Big, Norco Strong!" - the site's 2018 campaign theme.

1) THE PRESTIGE WORLDWIDE team of **Brent Torres, Ricky Bourgeois, Brian Torres** and **David Marse** were named the winners in the Gumbo Cook-off. **2) THE CROUX** including **Kenny Robin, Jimmy Bordelon** and **Timmy Adams** came in second with the **3) BREAK TIME** team of **Kenny Levert, Ben Vial, Keith Simon** and **Mike Duhé** taking third.

1) HOT ROD JOE & THE BOYS including **Travis Gilbert, Randy Pollet** and **Joe Waits** took home the first place win in the Jambalaya Cook-off. **2) THE JAMBA-LADS** team of **Trey Dugas, Alex Zeringue, Ross Estes** and **Michiel Regelink** won second and the **3) QUALITY JAMBALAYA** team of **Frank Lesaicherre, Jeffrey LeRouge** and **Michael Boyd** were the third-place winners.

"It's not about winning," said **Daniel Nelson** of the Black Iron Blitz team. "It's about the community and supporting the United Way. We want to help as many people in the community as we can."

More than 400 employees participated in the kickoff event which featured a panel of celebrity judges as well as presentations by area United Way of St. Charles agencies.

Judges included 2007 BCS National Championship Game Offensive MVP and LSU quarterback **Matt Flynn**, United Way of St. Charles Marketing Director **Melissa Manning** of the United Way, Destrehan High School Principal **Jason Madere**, St. Charles Emergency Operations Center Director **Joe Ganote**, and St. Rose Youth Empowerment Project representative **John Emery**.

United Way agencies participating in the event were Catholic Charities, Youth Empowerment Project, Matthew 25:35 Food Pantry, and Metro Center for Community Advocacy.



"We are off to a great start in raising funds to support the site employees to top last year's record-breaking campaign which brought in \$1,158,978.44."

BRETT WOLTJEN | General Manager, Shell Norco





Bringing Home, the Paddle and Helping the Community



The Shell Norco tent was the place to be at the United Way of St. Charles Annual Battle for the Paddle October 4. Norco volunteers prepared and served hundreds of bowls of gumbo and jambalaya to those attending the annual cooking competition – but not for long. The site’s gumbo and jambalaya was such a crowd favorite that the multi-gallon pots were empty long before the event ended.

Not surprisingly, the Shell Norco Team **HOT ROD JOE & THE BOYS** – Joe Waits, Travis Gilbert, Tray Haydel and Randy Pollet won First Place in the People’s Choice Jambalaya category. **PRESTIGE WORLDWIDE** – David Marse, Ricky Bourgeois, Brian Torres and Brent Torres took Second Place in the People’s Choice Gumbo category.

More than 8,000 St. Charles Parish residents attended the cooking competition which officially kicks off the United Way’s fundraising campaign. The Edward Dufresne Community Center in Luling was the site for the festivities which featured 155 jambalaya or gumbo teams and live music provided by Five Finger Discount.



SHELL NORCO UNITED WAY COMMITTEE



Service ANNIVERSARIES

Someone You Know Works for Norco

40 Years

Timothy Morgan
Clifford St. Amant

30 Years

Louis Billiot
Keith Boudreaux
Jeffery Chauvin
Kenneth Cronin
Craig Hymel
Frank Lacher
Chris Price
Glen Tassin
Morris Trepagnier

25 Years

Gordon Landry
Marty Poche
John Porter
Bryan Shelton
Richard Threadgill
Mark Vega

20 Years

Brandi Kilpatrick

15 Years

Danny Alexander
Jay Alleman
Karl Barrett
David Batten
Eric Billingsley
Lyle Bourgeois
Brandon Broussard
Wayne Dobard

Lionel Hymel
Grant Jacob
Larry Mancuso
Michael Manson
Barry Polk
Wade Spears
James Sutherland
Alex Zeringue

10 Years

Lester Achord
Jonah Adams
Wade Cancienne
Jamie Hotard
Elke Landry
Ryan Long
David Moses
Ba Nguyen
Dane Schexnayder

5 Years

Brad Gaubert
Scoop Guillot
Sean Harmon
Troy Johnson
Kristen Landry
Chris Newman
Gordon Ortego
Jonathan Robinson
Steven Samrow
Tracy Scott
Kunnel Zachariah



United Way Program Nurtures Workforce

The electricity will be shut off in three days.
The children are hungry.
What would you do?

How about contacting the United Way of St. Charles?



"Thanks to the generosity of donors we can temporarily help families," says United Way of St. Charles Executive Director **John Dias**. "That's what the United Way has always done and continues to do. But today we are taking our mission a step further. In addition to responding in times of need, we are advocates guiding individuals and families to find ways of improving the quality of life. We emphasize

'proactive' programs designed to help people help themselves. Last year, for example, our partner United Way agencies facilitated jobs for 40 people. This year, the United Way of St. Charles introduced a pilot workforce development program with Catholic Charities. The new initiative is focusing on job training and/or improving the wages of St. Charles Parish residents."

According to Workforce Development Specialist **Thomas Smith**, the program is designed to assist the underemployed find better jobs. "We may suggest ways an individual can improve his or her wages, find additional training as well as helping part-time workers increase their number of assigned hours," he says. "Our work may involve resumé building or demonstrating the impact of a firm handshake and eye contact."

The program, which complements Louisiana Workforce Commission services, also assists the unemployed find work or job training.

"Today we are taking our mission a step further. In addition to responding in times of need, we are advocates guiding individuals and families to find ways of improving the quality of life."

JOHN DIAS
United Way of St. Charles Executive Director

Smith notes that in recent months the United Way program helped one area resident refresh her CPR certification and purchase uniforms to re-enter the healthcare field. In another situation, an individual working in a small retail store asked how he could find a trade. "We facilitated a job for him with a contractor who in turn paid for his training at an area trade school," Smith says.

The workforce development is free to all St. Charles Parish residents. For further information contact Thomas Smith at 504-481-3441 or tsmith@ccano.org.



Area Training Program Addresses Skilled Labor Shortages

Raise your hand if you are a certified welder. Move to the front of the line if you are. Head on up there, too, if you are a pipefitter, carpenter, electrician or instrumentation technician. Your skills are needed.

Despite the high-demand for trades jobs, skilled workers are hard to find. According to national labor specialists, there is a growing call for skilled craftspeople to fill jobs in construction and industry. Thousands of jobs are not only available but also offer career paths with wages in the \$70,000 to \$80,000 a year.

Recognize an opportunity? Interested in exploring a crafts career? Where can you learn a trade? There's no place like home or at least, close to home.

St. Rose is the site of a world-class training facility offering carpentry, electrical, commercial and industrial construction, instrumentation, plumbing, pipefitting, sheet metal, and welding programs. "We always say we're the best-kept secret in St. Charles Parish, but we don't want to be. We want people to know about us because we are training the industry of the future," said Associated Builders and Contractors (ABC) New Orleans/Bayou Chapter Vice President of Workforce Development **Clair Obgartel**. She joined ABC Vice President of Campus Operations **Chris Weber**, a Norco resident, in addressing members of the Norco Community Advisory Panel (CAP) in September.

ABC is a national construction industry trade association representing more than 21,000 members to help members develop people, win work and deliver that work safely, ethically and profitably for the betterment of the communities in which ABC and its members work. ABC New Orleans/Bayou is one of 70 national chapters and one of several to operate a fully-equipped training campus.

"Why do we need to train? Why are we training young people or people who are already working as laborers?" Obgartel asked. The ABC Workforce specialist explained that the U.S. is facing a shortage of skilled labor in the industrial and commercial construction industry with a direct impact on Louisiana. With an estimated \$130 billion worth of

industrial construction in the state coming down the road between now and 2025 that represents a significant amount of work. "If you have local, skilled craftsmen it reduces the cost of the project and increases the local tax base. That's what all of us want to see," Obgartel explained.

She noted that the construction industry provides high wage jobs representing careers in which people can successfully raise a family, enjoy a good life and a good retirement. "Our craft training program gives individuals the

opportunity to learn a trade, become skilled craftspeople, and earn good incomes," she continued. "This training provides industry and contractors the ability to employ a highly skilled workforce. With the clout and knowledge provided by some of the most qualified instructors in the United States, ABC trained workers tend to receive higher wages and experience more job satisfaction and greater job retention.

Shell Norco and other ABC member companies help to fund the organization's educational efforts which makes tuition affordable for students while making an investment in the future workforce. "Member companies and plants make sure that we're up to date with our equipment and they also challenge us and suggest and help us implement new courses of training for our facility," Obgartel said.

ABC Instructors are individuals who are already working in their respective fields. "Our instructors work for Shell and other industries in the River Region as well as for large contractor companies," Obgartel continued. "They know what industry needs and help prepare our students to get the best jobs."

Students who train at ABC learn crafts along with the other aspects of working in a plant, such as safety and housekeeping.



Vice President of Workforce Development Clair Obgartel and Chris Weber of Associated Builders and Contractors (ABC) New Orleans/Bayou Chapter informs Norco Community Advisory Panel members about the opportunity for area residents to learn the skills in high demand in industry.

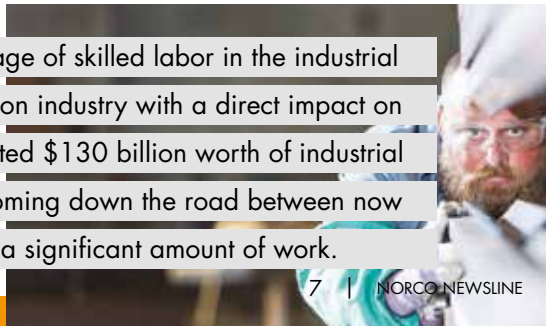
"We are training our students to go into the workforce knowing the expectations of plants and contractors," Weber said. "We know that employers want people who are dependable, who are going to be there on time and do the job well. ABC simulates the workplace by grooming students to be on time, to clean up after themselves and to emphasize safety in all aspects of the job."

ABC training programs are open to the general public including high school students who want to get a jumpstart on a career or learn more about a specific area of interest. "One of our Hahnville High School students started with us before his graduation," Weber said. "He came with us to an ABC National Craft Championship in San Antonio where he won a gold medal and was offered a job – before he graduated from high school. At 24 he is now a traveling welder in the nuclear field, working only six months out of the year and doing well financially."

The ABC campus is open Monday through Thursday for training. Classes are two nights per week from 6 p.m. to 9 p.m.

For additional information and a tuition schedule visit: abcbayou.com

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"Our instructors work for Shell and other industries in the River Region as well as for large contractor companies. They know what industry needs and help prepare our students to get the best jobs."

CLAIR OBGARTEL
Vice President of Workforce Development



Norco NEWSLINE

Norco Newsline is published regularly to inform the community about activities at the Shell Norco Manufacturing Complex. Please address inquiries to:

Rochelle Touchard, External Relations Manager
Shell Norco Manufacturing Complex
15536 River Road | P.O. Box 10 | Norco, LA 70079
504-465-6667

Numbers and Addresses to Know:

St. Charles Emergency Operations Center..... **985-783-5050**
Shell Norco Site Team Lead **504-465-7342**
Shell Norco Community Information Line..... **504-465-7483**

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U.S. POSTAGE
PAID
NORCO, LA
PERMIT #50

POSTAL PATRON

"For I was hungry and you gave me food, I was thirsty and you gave me drink ..."

- MATTHEW 25:35



Matthew 25:35
Food Pantry is sponsored by St. Charles United Methodist Church, 1905 Ormond Blvd. in Destrehan.

Shell Norco employees recently volunteered at Matthew 25:35 Food Pantry sorting and packaging food for the non-profit organization's weekly food distribution program.

Families in need are supplied with fresh and frozen products along with canned and boxed items.

FOOD DISTRIBUTION IS ON

- Wednesdays from 10 – 11 a.m. and on the first Wednesday of the month an additional time from 5:30 – 6:30 p.m. is also available.
- On Sunday morning recipients are also given perishable items from 7:45 – 8:45 a.m.



Santa Claus Plays Ball!



The Norco Christmas parade will roll at

2 p.m.
Sunday, December 2
2018

This year's theme is Santa Celebrates our Local Sports!

For more information and parade route go to: norconoel.com