It won’t be long before Norco is rocking to the sounds of hard work, safety conversations and the beat of more people on site. It’s almost time to shine the spotlight on Norco’s next significant turnaround. The Rock Dat Turnaround kicks off at the end of March, 2021.

SAFETY, HEALTH and ENVIRONMENTAL FOCUS

Strong in Rock Dat Turnaround

As with all activities on our site, our priority is to keep our neighbors safe, our employees safe and the many additional contractors who will be onsite during the activity,” says General Manager Tammy Little. “This year we are also making sure to continue our emphasis on health in response to our vigilance with COVID-19. Facial coverings, socially distanced meetings and partitioned lunch tables, for example, will be in place.”

More than 900 additional contractors per shift will be onsite during peak activity periods with an average of 650 to 700 during the event. A little more traffic coming and going around Norco is expected, but Little assures the community that the site has ample and secure parking for an increase in vehicles. As in past turnarounds, Norco is working with the St. Charles Parish Sheriff’s Department to maintain a smooth traffic flow coming into and leaving Norco with little impact on area residents.

The turnaround’s scope of work includes a variety of innovative and advanced equipment along with traditional renovation and refurbish work. An environmental highlight of the planned work includes the installation of a smokeless flare tip in addition to an upgrade for the steam system enhancing the smokeless capacity. The new flare tip is expected to see a 400 percent increase in smokeless capacity and are less noisy than traditional flare equipment.
Shell Norco, Geismar and Convent volunteers teamed up in early March to honor the memory of Martin Luther King Jr. with a day of service and learning at the River Road African American Museum in Donaldsonville. Shell Senior Leadership Team members lent helping hands along with Shell Black Network Group members, who sponsored the event, helped to refurbish and clean the museum and its satellite locations. An additional highlight of the day were tours of the Museum to enrich the volunteers’ knowledge of the African American history in the area.

According to Renae Baker and Mark Gabriel, SBNG leaders at Norco and Geismar, respectively, the group worked on the RRAAM’s Freedom Garden, and the main Museum building with an emphasis on the “Doctor’s Office” area featuring the contributions of Louisiana Black men and women in the medical field.

“The day of service concept is fitting for remembering the service legacy of Dr. King,” Gabriel explains. “Volunteering our time in honor of Dr. King complements the museum’s ongoing mission to preserve the artifacts and history of African Americans from slavery until reconstruction and educating future generations on the importance of equity and freedom.”

“Shell has made a significant commitment to support the RRAAM over the years,” adds Baker, noting that a recent $300,000 grant is helping in the restoration of the museum’s historic Rosenwald School building to house the RRAAM Rosenwald School for Education, Culture and History.

The River Road African American Museum in Donaldsonville presents a rare look into the lives of the enslaved and free people of color who lived in the rural communities of in the River Parishes region. The museum’s archives are home to historical documents, books, rare photographs, and videos. The collection includes artifacts, newspaper ads for runaway slaves, obituaries, certificates of midwives and rural black doctors, photos and sketches of inventors, such as Leonard Julien and Madame C.J. Walker, in addition to politicians, soldiers, artisans, and entrepreneurs.

For more information or to schedule a tour, go to www.africanamericanmuseum.org or call 225-474-5553. Be sure to call ahead due to COVID-19 restrictions.
Meet Eddie, Katie, and Keon, New Faces for
THE Rhythm OF LOUISIANA

SHELL’S RHYTHM OF LOUISIANA CAMPAIGN CONTINUES WITH NEW FACES FROM NORCO UP IN THE AIR ON BILLBOARDS THROUGHOUT THE AREA.

Machinist Keon Charles, Operator Katie Driskill and Emergency Response Technician Eddie Hernandez are the latest Norco “stars” to shine in billboards highlighting Shell’s Louisiana assets with an emphasis on the creative culture of the state while preserving and protecting the environment. Look for them as they help to #MaketheFuture for Shell.

Keon is featured on a billboard on I-10 at the LaPlace exit; you will find Katie on Hwy. 90 in Des Allemands before Spahr’s Restaurant, and Eddie is in Luling on I-310.

An eight and a half-year Shell employee, Keon is a Machinist by craft but has recently taken on a new position as Nightshift Maintenance Supervisor Breaker. The Reserve native, who attended East St. John High School and Louisiana Technical College, he has worked as a Machinist, and Pitstop Coordinator before taking on his current role.

“I am very excited and appreciative to be a part of the campaign,” he says. “It is rewarding to be working for a great company and especially to be able to follow my father in his career with Shell.”

“It is definitely an honor to represent Shell by being part of The Rhythm of Louisiana campaign,” states Driskill, a relatively new employee to Norco. A native of Berwick, Louisiana, who grew up primarily in Slidell, she holds a degree in Safety from Nicholls State and a Process Technology degree from Nunez Community College.

A member of the Norco Emergency Response Team and the Department Health and Safety Team, she notes that the best part of working at Norco is “the atmosphere and the true sense of team that is exuded here.”

“Be sure to look for Eddie, Katie and Keon on billboards and look for more information on Shell and The Rhythm of Louisiana at www.shell.us/louisiana.”

“I was really excited to be part of the Rhythm of Louisiana campaign, says Hernandez, a five-year Shell employee, “because I’ve been able to showcase how much I enjoy being part of a great company. It’s truly an honor to have been given this opportunity."

“The best part of working for Shell,” Hernandez continues, “is to be able to be part of an amazing team. We always feel like we are taken care of and appreciated. Shell shows compassion, respect and understanding, with an emphasis on health, family, and environment while giving its employees the opportunity for growth.”

An Arizona native, who grew up near Mesa, Hernandez holds an Associate Degree in Fire and Emergency Services from LSU and a B.S. in Public Safety and Emergency Management from Grand Canyon University.

Future campaign stars and potential Shell employees - Eddie Hernandez’s sons not only have fun seeing their dad on a billboard, but are also getting the feel of wearing personal protective clothing.
CHEMICALS ARE IMPORTANT TO EVERYDAY LIFE

It may not be obvious to everyone, but industrial chemicals are ingredients used in many end products that are all around us. They are used to make consumer goods - from smart phones to textiles and cleaning products; from foam mattresses to food packaging and clothing. They are also used to make products found in factories, construction sites, farms and hospitals – from pipes to windows and wiring; from fertilizer to machinery components and medical equipment.

These varied end products help us to live, work and care. They can also help society respond to climate change. This is because they often have a lower carbon footprint over their lifecycle alternative materials like wood, paper or metal. Or they help us to conserve energy or transition to a lower-carbon energy system. Insulation and low-temperature detergents save energy in our homes, for example. Light-weight components in cars and planes, modern tires and additives all improve fuel efficiency. Components help build wind turbines and solar panels.

Finished products made from chemicals, like those made at Norco and sent on to the Shell Geismar plant, support modern day life in the home, for entertainment and recreation, for transportation, in the healthcare industry and also helping to save energy.

Many end products made from chemicals can help tackle climate change. But the industrial process used to make the chemicals creates a lot of carbon dioxide (CO2) emissions. Shell’s ambition to become a net-zero emissions energy business by 2050 or sooner, and chemicals has a part to play.

The company is looking at four main areas in production:

• Each of our chemical plants is improving energy efficiency, through investing in things like heat and gas recovery systems, hybrid boilers and new catalysts.

• Production sites are increasingly using lower-carbon energy sources, which Shell’s New Energies business is playing a leading role in developing.

• Shell is exploring carbon capture and storage (CCS) options, to capture the CO2 emissions Shell facilities produce.

• The company is developing alternative feedstocks for making our chemicals, such as biomass and plastic waste. Norco’s Plastic to Chemicals process is leading the way in the use of plastic waste.
Looking back, Pagani answers those questions with a resounding “Yes!” “It was well worth it on all angles,” he says. “Financially I've reduced my energy cost by 20%, reduced my CO2 footprint by 25%, my neighbors have asked about the benefits and best of all - I feel that I'm really making a difference.” He reports lagniappe, too, as part of the installation process. “My solar company performed energy efficiency improvements such as fixing seals/weather stripping around my doors, caulking and spraying foam to close up cracks and crevice's where pipes exist, replaced all of my lightbulbs to LED’s, installed an attic tent to prevent a/c from leaking into the attic door, and finally sealed off all of the ventilation vents to further ensure a/c was fully channeled into my home.”

“What I've learned in the process is that there are different size panels which capture various levels of energy,” he continues. “There are qualifiers for each home in terms of sunlight exposure; there is no battery storage per se, excess energy is not sent back to the provider, and energy capture is dependent on weather conditions (sunny days are better than cloudy). During the day I purely draw and run my home off of my solar panels and have realized savings in both the summer and winter months.”

Adam, who chose a lease with the option to purchase contract emphasizes that his payback was immediate. “My savings exceeded my monthly lease cost by double,” he sates. “I love that I've transformed my home towards one which has a net zero carbon footprint. It's also a great way to share how Shell has influenced my decision to explore energy alternatives and tell my friends and family what Shell is doing in this space. I'd urge all to invest the time and energy into exploring solar panels.”

Let the Sunshine In

If saving money, helping the environment, and fast forwarding to the energy transition are part of your New Year’s resolutions or life goals, Adam Pagani has a suggestion for you. Install solar panels in your home. A little over a year ago, the Shell Norco Finance Advisor and former Norco resident made the decision to impact his personal carbon footprint by installing the alternative energy source on his home. It wasn’t a snap decision, however. “Before I decided, I had to ask myself a few questions: was there any financial benefit? would I embrace it (aesthetically)? would my community view my home as ecofriendly vs. an eye soar? would I feel any better knowing I've reduced my CO2 footprint? for example.”

“Financially I've reduced my energy cost by 20%, reduced my CO2 footprint by 25%, my neighbors have asked about the benefits and best of all - I feel that I'm really making a difference.”

ADAM PAGANI
Finance Advisor

Like Adam Pagani, Shell looks to the future with new energy alternatives. The company is preparing for the future and a commitment to reduce its carbon footprint by investing in energy areas of energy such as wind or solar power, charging points for electric vehicles or lower-carbon biofuels.
River Parishes Community College Opens in St. Charles Parish

QUESTION: What do you get when you add a former strip-mall, a $3 million investment by the United Way of St. Charles (UWSC), community support, and the reputation of River Parishes Community College?

ANSWER: Accessible, quality education in St. Charles Parish.

Not too long ago, UWSC purchased a former strip shopping mall at 13145 Highway 90 in Boutte and a former Bingo Hall to enhance educational opportunities for area residents with a focus on high school graduates looking to learn a trade, those who want to start at a smaller institution before transferring to a large university and people working in a minimum wage job looking for an advancement opportunity. The River Parishes Community College United Way of St. Charles Campus is now open.

“We are excited to have played a role in the opening of an RPCC site for our neighbors in St. Charles Parish,” says GM Tammy Little. “Education has always been a priority for us. The opportunity to extend learning opportunities, especially in such areas as process technology and industrial instrumentation, is important for the future of our site as well as the future of our community.”

TAMMY LITTLE | General Manager

“Education has always been a priority for us. The opportunity to extend learning opportunities, especially in such areas as process technology and industrial instrumentation, is important for the future of our site as well as the future of our community.”

JOHN DIAS
UWSC Executive Director

“The collective efforts of our community partners, like Shell, who generously donate to the United Way, are responsible for our ability to purchase land and pursue the goal of making post-high school education more accessible in St. Charles Parish.”

“The opening of our Community College highlights the generosity from companies like Shell, and has allowed our United Way to take a big step toward helping people in this community help themselves through education and job training that leads to jobs and opportunities for them and their families. We can now “teach people to fish” as the old saying goes.”

“We are excited to be opening for on-site classes as a full-service campus,” adds Campus Director Penny Shumaker. The St. Charles campus represents RPCC’s fourth campus, with a main campus in Gonzales and satellite campuses in Reserve and Plaquemine. The St. Charles campus, which offers two-year college programs, is managed by the RPCC Reserve administration. The campus is equipped with 10 classrooms, two computer labs, student and faculty lounges and a meeting room. Programs offered include process technology, industrial instrumentation, general studies, social sciences, humanities, criminal justice, business, physical science and biological sciences with plans to add a medical assistance program in the fall of this year.

Students may enroll for on-line, hybrid or on-site classes. For information regarding admission and enrollment, contact 985-536-4418 or 225-743-8500 or visit www.rpcc.edu/admissions/stcharles-campus.
Shell Norco volunteers and their family members partnered with the Norco Civic Association for the St. Charles Parish Trash Bash, a pre-Spring cleanup event. Norco General Manager Tammy Little, Councilman Bobby Donaldson, and NCA President Stephen Weber were among more than 35 volunteers who picked up 48 bags of trash from roadways, sidewalks and ditches in their assigned area.

“TRASH BASH Keeps Norco CLEAN

Norco, we say that ‘keeping it clean’ is a great way to make sure our facility runs efficiently,” Little says. “It’s just as important to make sure that we keep our community clean and looking nice. The Trash Bash was not only a way to emphasize the respect we have for our Norco neighbors but also to visit with Civic Association members in an outdoor setting.”

Environmental Manager Michael McNally coordinated the event for the Shell volunteers in partnership with the NCA.

Norco resident Kassy Giroir, a Norco Operator, adds, “the most precious gift you can give is your time. Time cannot be bought and is not guaranteed. Giving up a little bit of my time on a Saturday morning is the least I can do. Norco is a quiet and beautiful city. I wanted to help pick up trash in the neighborhood to help the community. With less debris on the ground and in the ditches, the blockage of the drainage system will be reduced which will help with the flooding of our streets. Less trash on the ground can also reduce the amount of rodents/wild animals coming into the neighborhood, and it’s a safer environment for children to play in.”

For St. Charles Parish resident and Project Cost Analyst Lynn Breaux, volunteering was an opportunity to do something good for the community. “It was such a good feeling to see the residents of Norco come out and express their appreciation for what we were doing,” she says. “That is what makes volunteering worth doing and is so rewarding. The neighbors had smiles on their faces, which in turn put smiles on our faces!”

Safety Specialist Brandon Bradley, a Norco resident, volunteered because “I love a clean town. We need to put pride back in the town of Norco. I grew up here and we were taught as kids to keep it clean,” he says. Bradley also had the opportunity to visit one of his former neighbors. “We had fun catching up on life and we had a great time while cleaning up the area,” he adds.

“Face masks were on and we managed social distancing as much as possible, but I had a great time getting out and socializing,” Giroir emphasizes. “I got to see folks that I haven’t seen in a while, spend time with someone who has recently retired from Shell, and I also met some of my coworkers’ family members. It was a rewarding experience - it felt nice having members of the community stopping to thank us for cleaning the area because we could tell that they really did appreciate the hard work.”

Shell volunteers included: Brandon Bradley, Lynn Breaux, Michele Carmouche, Denis Clavette, Wendy Duhe, Sunshine Frusha, Kassy Giroir, Sarah Hudson, Tammy Little, David Masson, Michael McNally, Della Stieffel, Dianne Swiber, and Rochelle Touchard.
You Take the Wheel... We'll Take the Stereo

FOLLOW SHELL STATIONS US ON SPOTIFY TO FIND THE PERFECT PLAYLIST FOR EVERY KIND OF DRIVE (AND THEN SOME).

Shell likes to think it is a trusted co-pilot on your everyday (and not-so-everyday) journeys along America’s roadways. And while a co-pilot has many responsibilities, finding the perfect soundtrack for your ride is perhaps one of the most critical. After all, windows-down rides on the highway without White Snake pumping through your speakers is a ticket-able offense in most states. (Not really... but it should be.)

Shell has introduced a brand-new channel on Spotify. And while there are plenty of other Spotify stations serving up generic drivetime playlists like, “Daily Commute Jams” or “Road Trip Bangers,” Shell Stations US knows you better than that. So, instead, the Shell-developed playlists are built around super-specific, yet entirely universal moments to perfectly soundtrack the time you spend in your car, like motivating tracks to play when parallel parking, or a collection of tear-jerker ballads that pay homage to your lost sunglasses... may they rest in peace.

You can also expect playlists that create a vibe for what’s happening in your world right now. In addition, for all you race fans, Shell drivers have been tapped to put together a playlist or two that will rev your ear engines.

Ready to rock? Go to Spotify.com or your already-downloaded Spotify app and follow Shell Stations US.

New Orleans Jazz & Heritage Festival Scheduled for October

The New Orleans Jazz & Heritage Festival, presented by Shell, has been rescheduled for October 8-17 due to the ongoing COVID-19 pandemic.

“We are all ready to get together again and share that special spirit that lives at Jazz Fest,” says Producer/Director of Jazz Fest Quint Davis. “It’s taking longer than we want, but we’ll all have our celebration when the time comes. Your health, along with the health of our musicians, food and crafts vendors, and all of the folks that work to make the magic happen, remains the priority as we plan the return of the Jazz Fest.”

The Festival, which is traditionally held in the spring, will begin announcing details about the 2021 Fest in the months ahead. Stay tuned to Jazz Fest social media platforms for information as it becomes available. Festival administrators area also in the process of refunding tickets for those who currently maintain tickets for the postponed April event.

Ticket holders will receive e-mails directly from the Festival Ticket Office. The New Orleans Jazz & Heritage Festival and Foundation, Inc., is the nonprofit organization that owns the New Orleans Jazz & Heritage Festival presented by Shell. The Foundation uses the proceeds from Jazz Fest, and other raised funds, for year-round activities in education, economic development and cultural enrichment. For more information visit www.jazzandheritage.org.