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EDITORIAL DIRECTOR **ROB LANDRY**
 ROB@LCA.ORG
 225.376.7656

PUBLISHER **SHAUN NORRIS**
 SHAUN.NORRIS@HUBINTERNATIONAL.COM

SALES AND CIRCULATION **SHAUN NORRIS**
 SHAUN.NORRIS@HUBINTERNATIONAL.COM
 225.266.4460

THE ALLIANCE IS A PUBLICATION OF THE LOUISIANA CHEMICAL INDUSTRY ALLIANCE, WHOSE MEMBERS ARE LOUISIANA'S CHEMICAL MANUFACTURERS AND THEIR VENDORS AND SUPPLIERS. THE PURPOSE OF THIS MAGAZINE PUBLICATION IS TO ADVOCATE A BETTER UNDERSTANDING OF THE BENEFITS OF CHEMISTRY TO LOUISIANA AND THE WORLD, WHILE HIGHLIGHTING ITS ESSENTIAL NATURE AND BENEFITS TO EVERYDAY LIVING. THE ALLIANCE IS PUBLISHED TWICE ANNUALLY.

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A LETTER FROM DAN AND GREG

Dear LCA and LCIA Members,

Welcome to the fall edition of Alliance Magazine! We thank our many members and advertisers who make this magazine a success when it's published twice a year. Please show your support by supporting our advertisers.

Our cover says it all. There are lots of things changing, and our challenge is to manage that change!

Things are changing at LCA and LCIA. Dan is retiring at year-end, and Greg will become President of LCA and LCIA. Under new management (but actually continuing management because Greg's been with the organizations for twenty-something years), the two associations will be calling on you, our members, to help manage the changes that are coming in the areas of state public policy and federal affairs.

Things are changing in the state's incentives programs, particularly as they relate to companies that invest in heavy capital. Will these changes cripple the golden economic goose that's creating thousands of jobs in Louisiana chemical manufacturing? How will all this play out in 2017? How can we help manage and influence the outcome?

Things are changing in how the state looks at its revenue and spending policies. The 2017 legislature will consider a bushel basket full of recommendations on how to make the state's revenue and fiscal situation predictable and fair. Will it have the leadership to make tough but necessary decisions that will chart the right course for the state for years to come, or will it default to continuing the onerous taxes that have been placed on the business community in the last two years? Will post-flood spending swell the coffers of state government so that there is no momentum for reform? What role can we play in 2017 and beyond to make sure Louisiana's business climate improves rather than deteriorates?

The federal and state political landscapes in 2017 will undergo great changes as well. We'll have a new president and a new Congress. Louisiana will have a new United States Senator, at least two new members of the U.S. House, a new Public Service Commissioner and a new Louisiana Supreme Court justice. How can we best manage all these changes by establishing good relationships with our new members of Congress and our newly elected state officials?

Are we up to the challenges mentioned above? We think we are. The LCA and the LCIA have never been stronger and more aligned. Let's continue to build that strength and use it during 2017 and in the years that follow!

Very truly yours,



Dan S. Borné



Dan S. Borné, President
Louisiana Chemical Association
Louisiana Chemical Industry Alliance



Gregory M. Bowser



Gregory M. Bowser,
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#ACCAUGUST 2016:

ADVANCING INDUSTRY-FRIENDLY POLICY WITH A PERSONAL TOUCH

By Sydney Rubin

Every year the American Chemistry Council spans the country engaging legislators at member facilities during the month-long Congressional August recess.

Last year, we began to highlight our August outreach via a social media campaign branded as #ACCAugust. As ACC dispersed across the country engaging federal and state elected officials with plant tours, roundtables, and in-district fundraisers, ACC used social media platforms to amplify and highlight the activities in a personalized and fun way.

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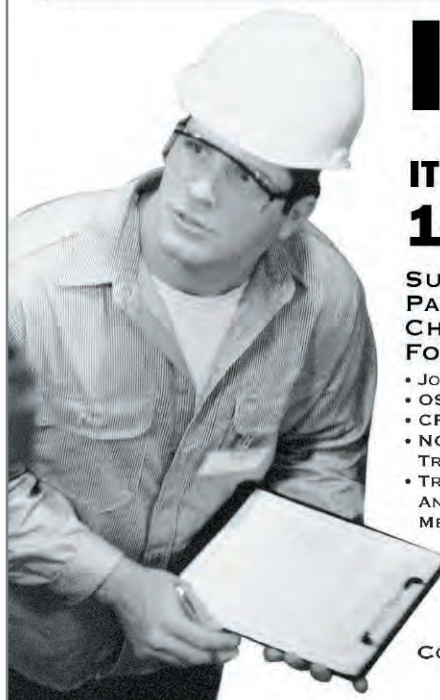
While solidifying the industry's relationship with elected officials, ACC was also able to showcase the innovation that will create a healthier, safer and more sustainable future. Earlier this year ACC launched "Chemistry Matters," an online community showcasing chemistry and engaging stakeholders across the country. In August alone, the Chemistry Matters Twitter handle (@AmChemMatters), gained over 3,600 new Twitter followers. Through the promotion of the Chemistry Matters community via the hashtags #ChemistryMatters and #ACCAugust, we had incredible success thanks to our members, industry partners such as the Louisiana Chemical Association, and elected officials.

#ACCAugust consisted of 47 events across 19 states. ACC visited with 51 federal and state elected officials. Four of these events were conducted in Louisiana, with participants at both the federal and state level.

The first of these events was with Whip Steve Scalise in his Metairie office with LCA, Dow, and Valentine Chemical where we thanked Congressman Scalise for his support of industry issues including the historic passage of TSCA reform, the Frank R. Lautenberg Chemical Safety for the 21st Century Act.

Further north Congressman Ralph Abraham participated in #ACCAugust twice, once at Arkema in Pineville, and another at ANGUS Chemical in Sterlington. At ANGUS Chemical the Congressman learned about the application of specialty additives, intermediates, and performance enhancers, as can be seen anywhere from the cosmetic application of increasing the curl potential of hairspray, mascara, rubber tires, paints coatings, etc. During

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this visit with Congressman Abraham in Sterlington, we even enjoyed a surprise visit by Sterlington Mayor Vern Breland!

On the state legislative side ACC and LCA were happy to have Senator Ronnie Johns (LA-27) and Representative Michael Danahay (LA-33) tour and spend some time at LyondellBasell's Lake Charles site. Here these legislators were able to field questions from the industry's most important asset, our people.

While #ACCaugust has officially concluded for 2016, ACC would be remiss if we did not thank our partner, the Louisiana Chemical Association, as well as our member companies who joined us on this month-long journey to discuss key issues facing the industry. In these times especially it is more important than ever to highlight our industry and the contributions it makes to the communities in which we are located, and the daily lives of us all.

Please take a moment and check out our new online community ChemistryMatters.com, which is full of resources for anyone looking to highlight the business of chemistry. We also welcome you to visit our Twitter account @AmChemMatters and join the conversation using the hashtags #ChemistryMatters and #AmChemVotes as we look ahead to November, utilizing our Chemistry Matters community to Get Out the Vote. 🗳️

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MEMBER SPOTLIGHT:



WEATHERING A DIFFERENT TYPE OF STORM

If you are from South Louisiana, or have been fortunate enough to spend enough time here, you are likely battle tested when it comes to weathering storms.

As the Noranda alumina refinery in Gramercy, Louisiana approaches its 60th anniversary on the banks of the Mississippi River halfway between New Orleans and Baton Rouge, the 1.2 million metric ton a year alumina refinery is battling a different type of storm, a fight for survival and its place in a challenging and changing global aluminum industry.

To survive this storm, the site will have to look to the resilience and creativity of its people (many of which are second, third or fourth generation to the refinery), and in many ways, break through some long standing paradigms. That is exactly what they are in the process of doing.





MEMBER SPOTLIGHT:



GROWING STORM SURGE

Gramercy's challenge is rooted in the global aluminum industry which has been in a major storm of its own over the last 15 years in the form of growing global over supply, driven in large part by the skyrocketing growth of aluminum production in China.

While the impact is being felt worldwide, the United States aluminum industry is among the most severely impacted. From 2008 to 2015, U.S. imports of semi-finished aluminum products from China increased by close to 200%, while aluminum pricing fell more than 35%, with pricing continuing to fall into 2016.

While there were 14 U.S. aluminum smelters operating 5 years ago, there are currently only 5 operating aluminum smelters left in the U.S. One of the smelters that recently curtailed production was one of Gramercy's largest customers.

Over the same 5 year period, there were 3 major U.S. alumina refineries supporting these smelters, of the 3 only the Gramercy alumina refinery is still operating.

THE GRAMERCY RESPONSE

While you may not think much about the impact of the Gramercy refinery on your daily lives, it is hard to avoid its

reach. The refinery produces smelter grade alumina (SGA) for the production of aluminum as well as chemical grade alumina (CGA). While we can more easily relate to aluminum and many different ways it impacts our daily lives, chemical grade alumina also goes into a very wide variety of applications that may not be so obvious, including flame retardants, water treatment chemicals, catalysts for the oil and gas industry, building products (e.g. Hardie-board), insulation products and even some food applications.

The Gramercy refinery's initial response to weather the storm includes initiatives in both of these product segments.

First, the refinery began exporting alumina for the first time in its history in late 2015, which helped keep the refinery at full production. The Gramercy refinery can now ship its smelter grade alumina all over the world, and has already made shipments to locations in Asia, Western Europe, Eastern Europe and the Middle East.

The refinery also developed and implemented a project which approximately doubled the amount of chemical grade alumina the facility can produce annually, with an enhanced ability to rapidly adapt its production process and product mix to customer demand.

CONTINUING TO REFINE THE REFINERY

While the refinery is approaching its 60th birthday, there have been a great many other improvements over the years, including a \$300 million investment in the early 2000's which included the first installation in the world of a new pressure decanter digestion technology. You can think about this investment like a heart transplant for the refinery, bringing world class digestion technology to Gramercy to more effectively and cost efficiently extract alumina from bauxite.

In 2015, the Gramercy refinery completed its largest capital investment since the digestion technology, targeted to help ensure a long term sustainable system for receiving bauxite at Gramercy. This major investment converts the refinery's deep water dock to a mid-stream unloading operation with two new state of the art hoppers and automated material handling systems, supported by barge mounted cranes.

The site is also in the final stages of commencing improvements to its bauxite residue handling process, which will

further improve its environmental profile in this area as well as increase the potential life of the refinery.


OUR PRODUCT AT ITS ROOTS

Alumina is extracted from bauxite, and the closest bauxite to the United States is in Jamaica. The Gramercy refinery was designed and built for the processing of this bauxite from the refinery's affiliate operation in Discovery Bay, Jamaica. The bauxite Gramercy processes as its primary raw material is actually the same Jamaican soil where agriculture grows, homes are built upon and children play.

The bauxite is mined in the hills of Jamaica and railed to Jamaica's north coast between Montego Bay and Ocho Rios, where it is dried and loaded onto 65 thousand metric ton ocean vessels for shipment to Louisiana. The bauxite supply relationship between Jamaica and Gramercy that started over 60 years ago continues today, and is a partnership that the refinery hopes to continue for years to come.

JOURNEY TO LONG TERM SUSTAINABILITY

There are times on the journey to long term sustainability where one's focus needs to shift for a period of time. The Gramercy refinery shifted its focus toward survival in the most challenging landscape the aluminum industry has seen to date.

Gramercy's response to these challenges is not only helping the refinery as it navigates the current storm; it is positioning the site for additional opportunities and a potential place in the industry for years to come. 





MEMBER SPOTLIGHT:



LOGISTICS



COTTON DOUBLES DOWN ON COMMITMENT TO SERVE LOUISIANA CUSTOMERS

Cotton is a Texas-based global solutions provider of commercial disaster restoration, construction, roofing, workforce housing, catering, and environmental and health safety services. To facilitate the company's increased operations across Louisiana and Southeast Texas, Cotton opened a regional office in Lake Charles in September 2015. It didn't take long for the team to take shape, and some of the best local talent were engaged to manage day to day operations and promote the company's multiple service lines; spreading the Cotton culture to new clients across the state.

In June of 2016, Cotton Logistics broke ground on the OneLodge North Lake development located in Southwest Louisiana to address the shortage of temporary housing as a result of the numerous industrial expansions announced for the area. The OneLodge North Lake project represents a unique housing solution and is a culmination of two years of planning to create a facility that serves as an anchor for temporary workforces which will be needed to support the projects. Cotton Logistics is an experienced and trusted developer for lodge communities in the energy sector. Given their extensive history in creating, developing and managing multiple campuses in the United States, Cotton Logistics was able to custom design and tailor fit the OneLodge North Lake campus for the Southwest Louisiana region. As the need for temporary workforce housing increases, Cotton's intentions are to meet those needs with possible future OneLodge developments.



MEMBER SPOTLIGHT:



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In addition to the workforce housing component, Cotton Culinary has been active throughout the state providing remote site catering at many of the industrial sites and supplying overtime meals, turnaround meals, and catering for safety milestone meetings. Cotton Culinary's corporate catering division has been busy as well with events such as ribbon cuttings, ground breakings, and holiday and retirement parties. Additionally, Cotton Culinary has partnered with SOWELA Technical Community College to provide students, faculty, staff, and community members a new on campus dining option - The Hangout Kitchen. The Hangout Kitchen is a brand new restaurant concept on campus, designed by Cotton Culinary, that offers fresh meals cooked daily and serves hot plate lunches as well as grab and go items. The Hangout also provides on-site catering services for meetings and functions at the College, including a large 67,000 square foot \$20 million dollar complex which will provide local training for all major industries once constructed.

In August of 2016, record floods plagued the Baton Rouge area with prolonged rainfall resulting in catastrophic flooding that submerged thousands of homes and businesses. As a result of the devastating floods, Governor Jon Bel Edwards announced "The Shelter at Home Program" which enables eligible individuals or families whose homes were damaged in the August flooding to take shelter in their own homes while they rebuild, instead of having to stay in a hotel, rental or mass shelter. Cotton was named as a contractor involved in the program and is now participating in the rebuild efforts in the Baton Rouge area, notably



opening a Baton Rouge location to service the needs of this long-term project.

On the community relations front, the Cotton Foundation, the company's nonprofit organization, has supported local charitable causes in Louisiana through donations and fundraisers. The August floods interrupted the school session for many students in the region as families were displaced and several schools sustained property damage. In an effort to relieve the burden on many of the families, the Cotton Foundation started "Operation Baton Rouge Backpack", a one-week campaign to deliver backpacks and supplies to a large population of children who had been impacted. Together, along with the generous support of individual and corporate sponsors both locally and nationally, the Cotton Foundation was able to raise the funds necessary to purchase backpacks and school supplies for over 1,000 Kindergarten through 8th Grade students, in just one week. Cotton is always looking for opportunities to give back to the communities they work in and the Cotton Foundation is dedicated

to restoring hope to children whose lives have been affected by natural disasters and other life-altering challenges. A promoter of education and achievement for today's youth, the Cotton Foundation also presented a donation to the McNeese State University Foundation earlier this year.

Cotton's mission is to deliver exceptional value and exceed customers' expectations by providing the utmost quality service; to act with integrity and honesty; and to exemplify high moral standards in a professional work environment that encourages training, teamwork and communication, allowing them to anticipate tomorrow's opportunities by creative and innovative thinking in their approach to today's issues. This year marks Cotton's 20th year anniversary and the company is proud to now have two locations in Louisiana, solidifying their commitment to serving the needs of their valued customers across the state for years to come. ❖



EDWARDS' RECKLESS LEGAL WAR ON ENERGY

By Melissa Landry
Louisiana Lawsuit Abuse Watch

Louisiana is being sold a dangerous bill of goods by Governor John Bel Edwards in the ongoing debate over coastal litigation. Despite altruistic claims that he's fighting for "environmental justice" to save South Louisiana—the governor's real motive for driving lawsuits against the energy industry seems to be the creation of massive legal fees for his friends and funders, not new land along the coast.

In his zeal to extract billions of dollars from oil and gas companies through civil suits that seek to hold the industry almost solely responsible for the state's land loss and subsidence problems, Gov. Edwards has taken to awarding lucrative contracts to his top campaign donors.

Under a cozy arrangement, authorized by the administration just a few days after this summer's historic flooding in Baton Rouge, Edwards' private legal team is being spearheaded by Taylor Townsend—a personal injury trial lawyer and former legislator who now serves as chairman of Edwards' Super PAC, Louisiana Families First. Local media has also reported Townsend and the ad hoc coalition of subcontracted attorneys under him united to give the Edwards campaign and his transition team \$130,000 last year.

For months, citizens and editorial boards across the state have been calling on Gov. Edwards to make good on his ethics pledge and stop this system of "good ol' boy" government. Nevertheless, the governor has

vowed he will continue to push forward in his efforts to enrich his buddies.

"I've got the team I intend to use and it is not even open for discussion that I am going in a different direction," Gov. Edwards said in response to critics calls for greater transparency.

The governor doubled down on his sue-first strategy in September when he sent letters to local officials across the coast giving them an ultimatum. Hire private attorneys to file more lawsuits against the oil and gas industry demanding money coastal restoration. Do it within 30 days, or I'll do it for you, he wrote.

Local leaders have been quick to disavow the governor's call for more unnecessary

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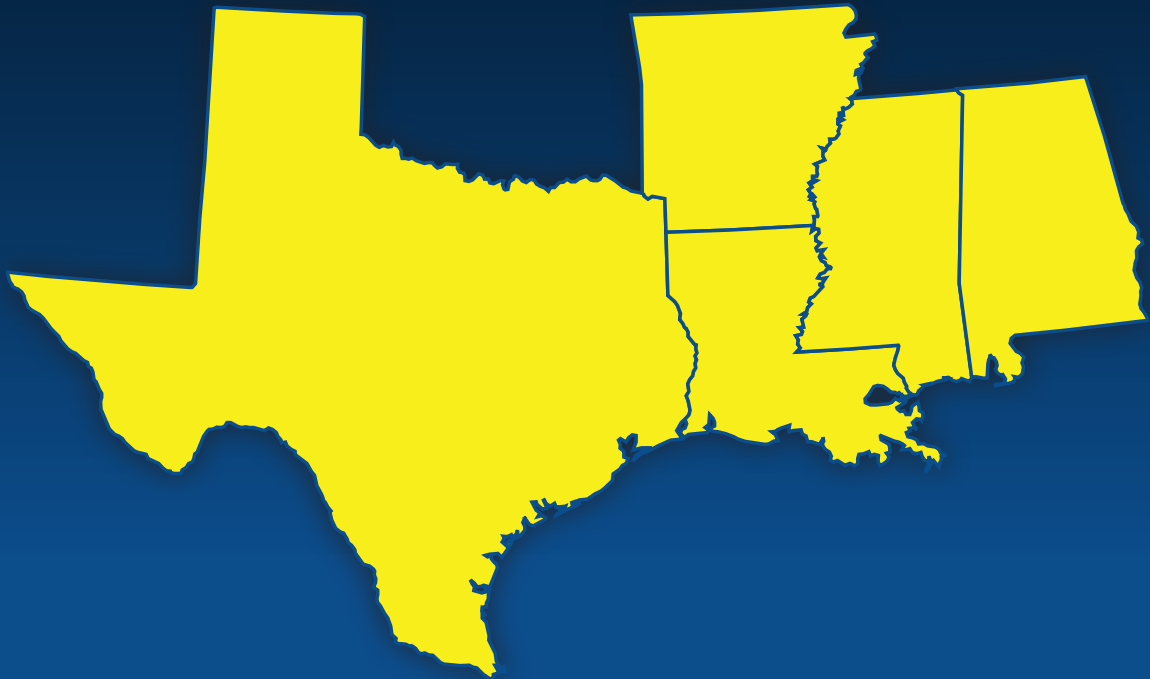




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“We do not agree that the coastal lawsuits should be pursued against Louisiana’s embattled oil and gas industry, but if the lawsuits are to proceed, the proposed method for compensating outside legal counsel must comply with state law.”

- Rep. Stuart Bishop

coastal litigation, noting that the state already has significant enforcement powers to lobby hefty fines and penalties on any company that’s operating in violation of their state issued permits.

“[We] do not plan to file suit... please realize the effect a lawsuit such as this will have on our local economy,” Terrebonne Parish President Gordon Dove and Lafourche Parish President Jimmy Cantrell recently wrote to Edwards.

“[We] firmly believe the Department of Natural Resources, the state of Louisiana and the coastal parishes should be reviewing and investigating the coastal use permits... and if violations are found, then the administrative remedies as set forth [under the law] should be exhausted and enforced prior to any lawsuits.”

These sentiments have been echoed by many other coastal community leaders and organizations as well. The Vermilion Parish Police Jury, Lafayette Parish School Board, Iberia Parish Council, Port of Iberia, the Greater Iberia Chamber of Commerce, Lafourche Chamber of Commerce, Terrebonne Chamber of Commerce, Bayou Industrial Group and the South Central Industrial Association are just a few. In fact, as of early October, St. Bernard was the only coastal parish that had actually given into the governor’s demands to lawyer up and file suit—bringing the total number of coastal claims to 41.

That number is very likely to change, though, as Gov. Edwards has promised he will file more litigation through the Louisiana

Department of Natural Resources in the coming months. There’s growing concern about the economic impact of the additional suits and the massive attorneys fees that could be generated by the legal contracts Edwards has authorized for his team of private lawyers.

In a letter signed by 39 state representatives, including eight committee chairmen and the chair of the House GOP Delegation, lawmakers openly questioned Gov. Edwards on his decision “to enroll private plaintiff lawyers in coastal lawsuits” through a fee-shifting arrangement that “clearly violates the spirit and the letter of the reforms” passed by the Louisiana Legislature in 2014.

“We do not agree that the coastal lawsuits should be pursued against Louisiana’s embattled oil and gas industry, but if the lawsuits are to proceed, the proposed method for compensating outside legal counsel must comply with state law,” the letter, which was organized by Rep. Stuart Bishop, R-Lafayette, concludes.

Edwards’ coastal litigation scheme isn’t likely to gain traction in Washington either. In a recent debate, nearly every candidate running for the seat to replace U.S. Senator David Vitter disavowed the lawsuits.

Most notably, U.S. Rep. Charles Boustany, R-Lafayette, said what Gov. Edwards should have realized from the beginning, “We’re not going to litigate our coast back into existence.”

Gov. Edwards’ ill-advised pay-for-play legal scheme brings back memories of the

corruption that has held Louisiana back for decades. At a time when the state is seeking billions from Congress for flood recovery, this isn’t the best way to gain support from lawmakers across the county who are all too familiar with the ethical lapses some of our politicians have had in the past.

Even worse, the governor’s shakedown approach to coastal litigation will likely discourage oil and gas activity in Louisiana and erode industry support for ongoing restoration work that’s already underway. Louisiana’s oil and gas industry is the largest private investor in environmental and coastal projects, and it has been for decades. How will oil and gas activity and investments be impacted when companies are forced to spend millions more on legal fees to defend themselves in protracted litigation?

There’s also growing concern that the governor’s actions will undermine ongoing efforts to hold the U.S. Army Corps of Engineers accountable for its mismanagement of levees and flood protection systems that have severely impacted the coast.

“Despite the overwhelming scientific evidence that demonstrates the direct relationship between the Corps of engineers’ historic and ongoing operations of the river, the levee system and land loss in Louisiana, the Corps of Engineers will not acknowledge their culpability and are intransigent in their management of the watershed,” U.S. Rep. Garret Graves, R-Baton Rouge, wrote in a recent letter to Edwards.

“If you want to join our efforts to protect our coastal communities, restore our coastal ecosystem and preserve the Sportsman’s Paradise, use your oft-cited close relationship with President Obama to hold the Corps of Engineers accountable for trashing our coast... Coastal Louisiana is worth saving—not politicizing or using as a tool to enrich friends and supporters.”

Perhaps the most troubling consequence of Edwards’ reckless legal war on energy is the precedent-setting ripple effect it could have across the entire Louisiana business community. By pursuing socially motivated lawsuits that seek to extort money from companies for conducting legally permitted activities, Gov. Edwards is opening the door to a myriad of baseless claims.

Under this rationale, what’s to prevent the City of New Orleans from suing gun manufacturers over the Big Easy’s crime

problems and high murder rate? What’s next? Is Gov. Edwards going to start shaking down the fast food industry and mom-and-pop restaurants to pay the state’s rising health care costs related to obesity? Hold on to your hamburgers folks, the governor needs more money for the Department of Health and Hospitals.

As far-fetched as these legal claims may seem now, it would be a mistake to underestimate the future impact of these seemingly isolated legal actions. Now that the trial bar has a champion in the governor’s office, it seems there is no limit to what they can do. ❖

Melissa Landry is executive director of Louisiana Lawsuit Abuse Watch, a high-impact watchdog group dedicated to fixing the state’s broken legal system through transparency, accountability and lawsuit reform.

“By pursuing socially-motivated lawsuits that seek to extort money from companies for conducting legally permitted activities, Gov. Edwards is opening the door to a myriad of baseless claims.”

- Melissa Landry

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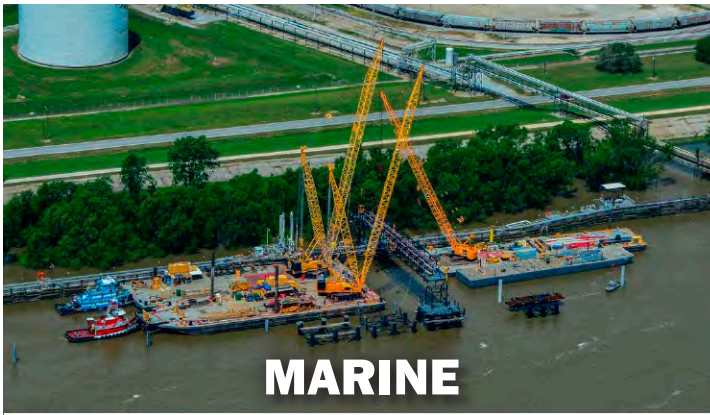


IT'S A CONUNDRUM AND A QUAGMIRE

By Jim Harris
Harris, DeVille & Associates Inc.



The “Louisiana Economic Outlook” for 2017-18, the state’s premier economic forecast, was released recently. The report’s author, Economist Dr. Loren Scott, did his usual tour of the state, visiting every major metropolitan area. The forecast is a mixed bag, and Dr. Scott mentioned in his presentations that the recent flooding in parts of Louisiana further distort the situation. The report predicts flat statewide growth for 2017, though Baton Rouge and the river parishes, as well as Lake Charles, will experience growth from an historic industrial boom due to various expansions and modernizations in the petrochemical industry. Particularly, the Lake Charles area remains “the hottest area of the state,” according to Dr. Scott, given its \$45.4 billion in industrial and petrochemical projects under construction (and \$51 billion at the front-end engineering and design and permitting stages). The expected employment growth – which is expected to reach 3,800 in 2017 – due to this expansion in southwest Louisiana makes the area the fastest growing region of the state. Jobs continue to thrive in this state due to investments made by the petrochemical industry.



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According to Dr. Scott, three factors cloud the state's economic picture:

- Whether Saudi Arabia will reduce oil production and allow prices to rise. If so, how much and when?
- Who will be the next president. If it's Hillary Clinton, will her economic policies lean toward the left or move more to the center? It's very unclear what a Donald Trump presidency would mean in terms of economic policy.
- How will the changes Gov. John Bel Edwards made to the 10-year industrial property tax exemption for manufacturers affect decisions on new plans and expansions, and how will that affect the state's short- and long-term growth?

On the third point, Dr. Scott said he is concerned about changes recently mandated by Gov. John Bel Edwards to Louisiana's industrial property tax exemption program. He fears those new limitations will reduce the state's competitive advantage over Texas and other states when it comes to attracting major projects and expansions. Scott told his audience in Baton Rouge, "Deep in the bowels of every firm that's deciding where to locate a major project, an accountant is calculating the rate of return for an investment in Louisiana versus Texas or even China. The changes to the tax break reduce that return, maybe enough to swing the decision," he said.

Dr. Scott also indicated in his Outlook that the business sector is carrying a substantial part of the burden of closing Louisiana's chronic state budget deficit. In his report, he quotes Louisiana Association of Business and Industry's estimates of the total amount of new taxes imposed on business by the governor and the state Legislature over the past couple of years:

- Fiscal Year 15-16: \$575 million
- Fiscal Year 16-17: \$1.33 billion
- Fiscal Year 17-18: \$1.35 billion

Many of the taxes imposed by the Legislature are temporary. Louisiana government faces a fiscal cliff in Fiscal Year 2017-18 with the expiration of \$1.5 billion in "temporary" taxes, and the suspension of a number of tax breaks passed by the Legislature over the past two years. The state is also likely facing an ongoing deficit of \$200-300 million from last fiscal year, which ended June 30, and this number could increase. While the increasing price of oil is promising in terms of patching up the state budget, and some of the temporary taxes and the temporary elimination of tax breaks could possibly generate more revenue than anticipated, fixing the state's budget is still going to be an uphill climb.

In the wake of an unprecedented 19 weeks of legislative sessions this year and unprecedented flooding that has affected

payments and additional jobs, the response to the flooding is different, because regular homeowner policies don't cover flood damage, and given the nature of this 1,000-year flood, many victims did not live in a typical flood zone and thus did not carry flood insurance. Hurricane Katrina was a national story for a very long time, which helped Congress send money down during the recovery. The national media has been fairly quiet on the flooding, the second event of its scope to hit the state in five months.

Following the election late last year, Louisiana's new governor and Legislature, 45 of whom are currently serving their first term, were welcomed with the challenge of solving a \$2 billion budget shortfall. They went about that business with two special sessions, one before the regular session and

...Baton Rouge and the river parishes, as well as Lake Charles, will experience growth from an historic industrial boom due to various expansions and modernizations in the petrochemical industry.

30 parishes and more than 160,000 homes, Louisiana continues to work to develop a fiscal reform plan for next year's legislative session, which begins in April, to stabilize the state's ongoing budget crisis. The uncertainty and the cost of the funding are expected to be offset by federal funding. Louisiana expects to receive about \$420 million in federal flood recovery funding, and the governor is asking for more than \$2.6 billion in federal aid for both flooding events.

Unlike the recovery from Hurricane Katrina, when the state benefited financially from federal aid, insurance

one after. The Regular Legislative Session was not a fiscal session, so tax matters could not be passed. Through that process, lawmakers agreed to short-term tax fixes to fill financial holes, indicating they would need more time to make structural changes designed to eliminate the state's recurring financial shortfalls.

As a part of the planning, lawmakers, with the governor's support, established three committees that continue to meet to come up with plans for next year's fiscal session of the Louisiana Legislature. They are the Task Force on Structural Changes in Budget and Tax Policy (which

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...Industry must be aware of dangers on the horizon. With the state's continued economic problems and the push for additional tax revenue, the petrochemical industry will remain in the crosshairs...

has a report due November 1), the Sales Tax Streamlining and Modernization Commission (which expires July 1) and the Task Force to Study Ad Valorem Taxation (which has recommendations due on February 1).

All three committees have met for endless hours, and the Ad Valorem Taxation task force has recently been meeting on the issue of the Industrial Property Tax Exemption Program, on which the governor issued an executive order earlier this year, making significant changes to the program. Changes include enhanced local, rather than state, control over the program, and onerous requirements on industry to demonstrate – prior to delivering – job retention and creation. These sorts of restrictions, in the long-term, will jeopardize industrial and manufacturing projects in Louisiana.

The Task Force on Structural Changes in Budget and Tax Policy has already made a number of recommendations, including reducing the state sales tax from 5 cents to 4 cents on the dollar, expanding the sales tax to apply to some services, and eliminating the deduction received for federal individual income taxes paid. The task force continues to discuss changing the ad valorem tax on inventory held by manufacturing facilities.

The Sales Tax Streamlining and Modernization Commission is now in the process of reviewing all tax exemptions, exclusions, rebates and credits individually, with the idea of introducing an omnibus bill eliminating or changing on a permanent basis many of those currently in Louisiana statute.

The governor has indicated he is awaiting recommendations from these groups before putting together his legislative package for

next year's legislative session. In addition, there are reports of different groups of legislators starting to put together their own packages of legislation. So, we have three different groups looking at the state's tax structure with a number of overlapping responsibilities. How all those are going to be reconciled remains to be seen.

Industry must be aware of dangers on the horizon. With the state's continued economic problems and the push for additional tax revenue, the petrochemical industry will remain in the crosshairs.

A real question looming is the amount of time, effort and money it will take to deal with the aftermath of the flooding, and how that affects the impending fiscal cliff. Will Gov. Edwards' administration and the state Legislature be able to turn their attention to the long-term fiscal stability of the state budget and deal with the many issues surrounding changes to the tax structure to avoid merely continuing the temporary taxes, or will gridlock and prolonged recovery worsen the state's financial quagmire?

As one state legislator recently said, if there were easy solutions to the state's financial structure, they would have been implemented 30 years ago. It appears there are nothing but tough decisions facing the citizens of the state in recovery and state government in fixing the state's fiscal framework and tax structure. Obviously, the state and its citizens are pulling together to help each other out of the chaos caused by the flooding. Hopefully, the same will be able to be said of the fiscal recovery. ❁

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8 TIPS

FOR ONBOARDING

By Billy Arcement, MEd
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NEW EMPLOYEES

WHAT STEPS HAVE YOU TAKEN TO ASSURE YOURSELF NEW HIRES
MAKE A SUCCESSFUL TRANSITION INTO YOUR ORGANIZATION?



Failure to adequately address this issue could result in the loss of a potentially good employee, a waste of training dollars or the threat of legal action from dismissals. Let's review important steps managers can follow to provide new employees with a strong opportunity to contribute and remain employed.

1

CLEARLY IDENTIFY ON-THE-JOB SKILLS REQUIRED.

To better focus on hiring the right person, be very clear what each job position is expected to accomplish. Before you conduct the first interview, sit down and detail each responsibility and the skills needed to carry out these activities.

2

TRAIN TO BUILD THE PROPER SKILLS.

Few employees come to the job with all the skills needed to carry out their responsibilities. Employers must educate before they terminate. Knowing what you need up front greatly simplifies the hiring process. Consider testing prospective employees for skill level prior to hiring them.



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3 DON'T ABANDON THEM AFTER THEY ARE HIRED.

If employed, don't place them into the work place and then forget them. Observe their work. Encourage and educate at every opportunity. The time spent early in the career chain has tremendous payoff down the line. Everyone likes a little attention and, for the new, nervous employee, this is especially welcomed.

4 TELL THEM NOW.

Feedback is a critical growth process. Tell often and tell accurately how you feel. Fine tuning skills builds employee self-motivation. Avoid accumulating your concerns until the annual performance review. That is a sure way to de-motivate and deflate.

5 ENCOURAGE LOTS OF QUESTIONS.

The person with the most questions controls the conversation and learns the most. Ask employees questions and encourage them to ask you questions. That way, you both engage in control and learning. Any question is a good one. There are no stupid question when learning more is the reason for asking. Be patient, kind, and truthful as you address concerns. Encourage openness and support asking clarifying questions. This can be your greatest learning tool.

6 DESIGN TRAINING AROUND INDIVIDUAL DEFICIENCIES.

General training works well but customization is better. Employees are unique and have their own special needs. Design training to address these needs. Create a winning combination by raising expectations and providing customized learning opportunities.

7 ADDRESS TRAINING NEEDS IN PERFORMANCE REVIEWS.

Schedule a performance review at the end of the first quarter. Repeat a quarterly review as needed. Briefly discuss your observations of the quarter again, the training initiatives implemented and any progress or lack thereof existing. Agree on any remediation activities needed or identify other skills to develop. This review can be a real attitude booster by offering attention and special encouragement—both powerful tools.

8 DOCUMENT! DOCUMENT! DOCUMENT!

I cannot over stress the importance of proper documentation of observations and conversations. Review your written comments with the employee and have them sign the document as proof they were told. This is a formal process but it has great legal weight. Relying on your memory and some "Karma" to pull off an effective review of employee progress just won't work. Put your thoughts in writing and willingly share them with employees. Lastly, be open to their feedback and willing to adjust if needed.

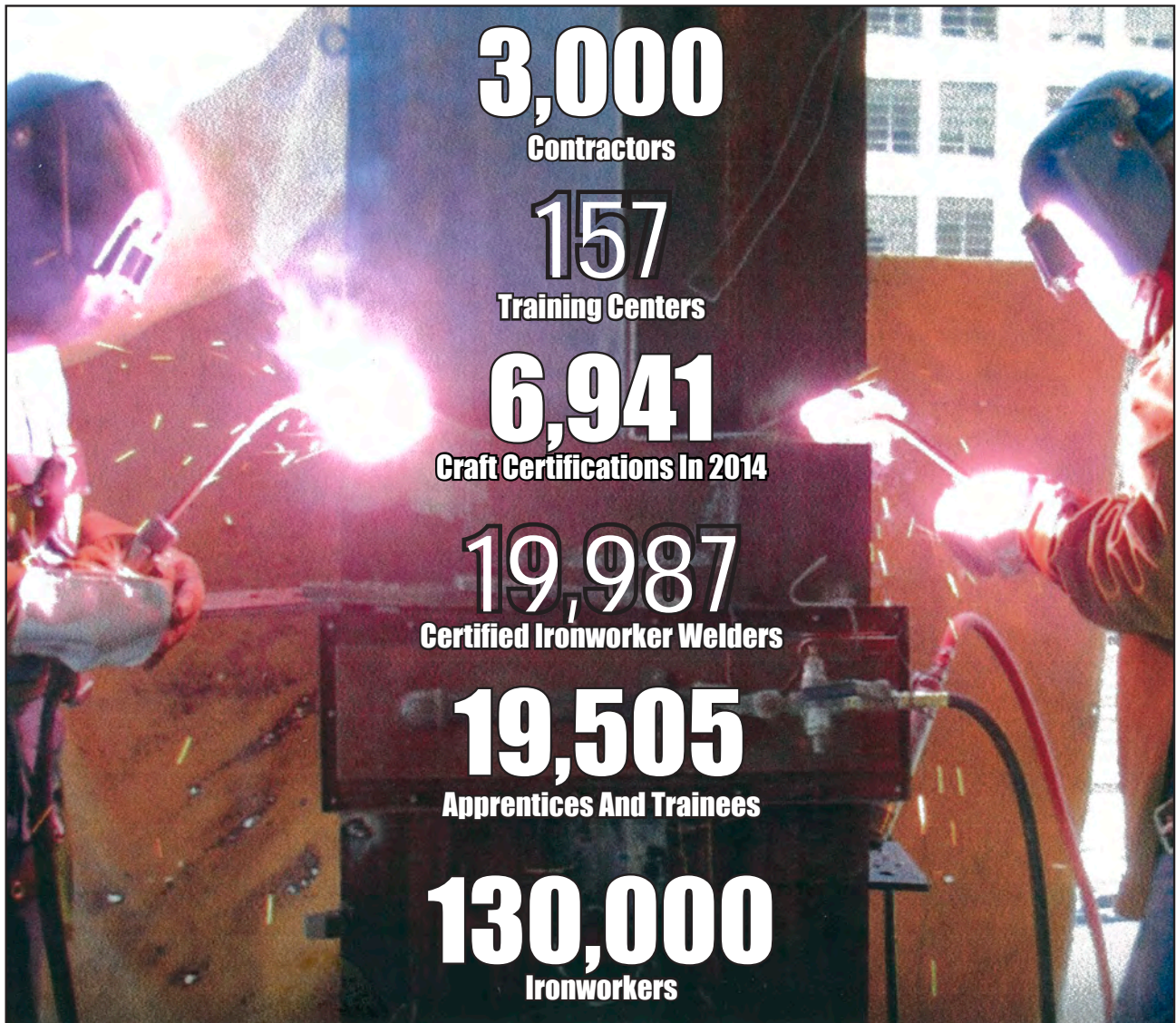
If you hire, train, observe, give feedback, provide remediation, and hold employees responsible and accountable, you will be managing new employees in the best possible manner. Doing your job right from the beginning prevents an ugly scene at the end. It's a fair process that will serve you well. Can you afford to do any less? ❁

Billy Arcement is a professional speaker and leadership strategist who works with corporate, education and associations leaders, their employees and members to improve performance. He offers human performance safety training to his corporate clients. He is a 36-year member of the National Speakers Association. His book "Searching for Success" is published internationally. Arcement also co-authored "Journeying on Holy Ground," a book about setting life's priorities.

He worked 32 years in the Chemical industry holding a number of senior corporate management positions. Go to his website, [www. SearchingForSuccess.com](http://www.SearchingForSuccess.com) or contact him at 225-572-2804.



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PRODUCING THE NEW AMERICA

By Rob Landry

“Producing the New America” is the follow up to LCA’s first movie, *“Heroes on the Home Front.”* It is the second in a series of three movies released by LCA to chronicle the history of Louisiana chemical manufacturing. The third movie, which discusses the industry from the discovery of oil to the beginning of World War II, will be released early next year.

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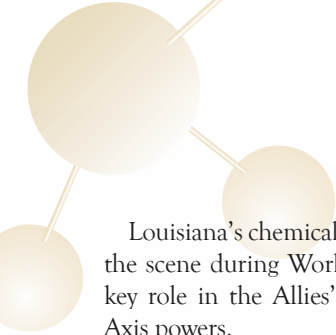
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Louisiana's chemical industry burst onto the scene during World War II, playing a key role in the Allies' victory against the Axis powers.

It was the tetraethyl lead and high octane fuel that powered the Spitfire planes to take down Nazi aircrafts. It was the newly-developed synthetic rubber in the tracks of the tanks that made them an efficient and invaluable asset to Gen. George S. Patton's troops during Operation Torch in North Africa. It also gripped the vehicles that patrolled the roads all throughout Europe. Louisiana chemical manufacturers made lubricants that helped naval ships in the Pacific Theater perform at peak levels. And Louisiana oil and gas fueled the Higgins Boats that gave the Allies a decided advantage in their sneak attack on the beaches of Normandy on D-Day.

Louisiana grew and fine-tuned its chemical manufacturing expertise during the war, and its people helped win it. But as the theaters in Europe and the Pacific both came to a close, there was a new challenge at home. That challenge was to preserve the peace and grow the American economy as millions of soldiers returned to their homes.

As families were reunited, they were ready to settle into a new life on the home

front. But they also wanted to settle into a new home with new appliances, new gadgets and a new car in the garage. Americans wanted new everything.

These new products all had at least one thing in common – they were made with chemicals.

That's right, the same chemicals that aided the troops overseas during the war were now making their new life at home more comfortable.

The uptick in demand for these products led to dozens of chemical manufacturing plants popping up along the Mississippi River and in Southwest Louisiana along the Calcasieu Basin. These vital maritime arteries, along with its abundant supply of natural resources, made Louisiana an attractive destination for the manufacturing facilities to call home.

And now, more than 70 years later, the industry that gave soldiers returning home from World War II a career to help them provide for their families and give their children a future continues to grow and has never been stronger.

Today, Louisiana's chemical industry employs nearly 30,000 men and women who run the plants all day, every day. These plant people are providing for their

families, as well as indirectly creating jobs for another 200,000 Louisianans who have jobs in industries that provide goods and services to the plants. The plants, and the goods and services that are provided to them, all play a role in creating everything we take for granted on a daily basis. Cell phones and other electronics, pharmaceuticals, cars, clean drinking water, cosmetics, plumbing, contact lenses, home furnishing and so much more.

And with billions of dollars of new investments pouring into Louisiana, there's never been a better time to be a part of the chemical industry. The plants are as safe and as environmentally compliant as they have ever been. The opportunities are endless.

World War II sparked the growth of Louisiana's chemical industry back in the 1940s. Today, it is the growth of Louisiana's chemical industry that is hoping to return the favor and spark the growth of Louisiana, its people and its economy. ●●●

For copies of "Producing the New America" or "Heroes on the Home Front" please contact Rob Landry at rob@lca.org.



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CHEMFRIENDS EXPO

CELEBRATES 20TH ANNIVERSARY IN 2017

By Alexis Schlatre

Every fall, **Solutions Through Science**, a partnership of the chlorine and vinyl industries in Louisiana, participates in chemistry shows around the state in an effort to stimulate students' interest in math and science.

Wherever students go, STS is there to connect them to chemistry and the everyday products we use that are made with chlorine or vinyl. Whether by showing students how chlorine is made or by pointing out the vast uses of chlorine and vinyl, students walk away with an understanding of how much the chemical industry impacts nearly every facet of their lives.

This coming year will mark the 20-year anniversary of ChemFriends, a unique and wildly successful event in Ascension Parish where students join in the fun of seeing science and chemistry come to life.

The event grew out of the Louisiana petrochemical industry's long history of community involvement in local schools. For years, area facilities were asked to bring demonstrations into the schools to illustrate how lessons in the classroom are being used in the chemical plants.

Then, more than 20 years ago, a group of Ascension Parish facilities came up with a way for these presentations to all take place in one location. The result was ChemFriends - a local chemistry expo designed and geared toward area sixth graders with experiments tailored to their curriculum.

"We wanted to make the connection for students between the chemicals we manufacture in our facilities and everyday consumer products, from the glue used to make tape stick, the disinfectant soap we use to clean or some medicines in our cabinet," said Judith Nordgren, chairman of Solutions Through Science and managing director of the Chlorine Chemistry Division of the American Chemistry Council.

Nordgren, who was one of the driving forces behind the ChemFriends idea, said it was the initial committee's hope that developing students' understanding and love for chemistry would eventually lead them to want to work in the industry.

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Richard Bergeron, longtime co-chair of ChemFriends and environmental manager for Occidental Chemical Corporation, said the most unique aspect of this expo is the collaborative effort between the chemical industry, the local parish government, and the school board.

"It is the commitment of these three entities and the wonderful people in them that are key ingredients in making this event successful and is the secret to our longevity," he said. "We have nineteen years in the books now touching over 40,000 students."

And because of their dedication to, and enthusiasm for ChemFriends, it has become one of the most anticipated annual events for upcoming sixth grade students.

"If you talk with any of the teachers in Ascension Parish, they will tell you the students look forward to attending ChemFriends all year," Bergeron said. "The teachers also love to get involved. We provide experiment guides and resources for equipment and reagents to teachers so they can reproduce our experiments in the classroom."

Every public, private and home-schooled sixth grader in Ascension Parish is invited to attend ChemFriends on one day of the two-day event. There are typically 16 different booths of demonstrations given by employees from local chemical plants and businesses, as well as other organizations such as Southern University, the Gonzales Fire Department, the Baton Rouge Advocate and the Louisiana Department of Environmental Quality.

Approximately 300 students go through the event at a time. Before being shown the demonstrations, they are briefed on safety precautions and given a pair of safety glasses to wear while they are there. The students are then divided

into 16 groups – each guided by a volunteer high school senior. The groups are assigned to four different experiments, each lasting about 10 minutes. At the end of their time, the students are given a goody bag, complete with pencils, sharpeners and other items provided by ChemFriends.

Jobie Templet, training coordinator for the Gulf Coast Region for Air Products and Chemicals, Inc. and co-chairman of ChemFriends, talks about the excitement on the students' faces watching the demonstrations.

"When these sixth graders make the connection between the work they do in the classroom and how it translates into the real world, it makes their face light up," she said. "It helps them put two and two together."

The expo culminates with a community night open to the public at no charge, although most attendants are students returning with their parents to see other experiments they may have missed during the day. Every year, more than 2,000 students have the opportunity to attend the event and nearly 500 more participate in community night.

Michael Patterson, co-chairman of the inaugural ChemFriends committee, said the benefits of ChemFriends are numerous.

"First and foremost, it promotes science and chemistry in the classroom, which remains a focus in education. It also brings parents and other members of the public out on community night, thus helping to bring the community together with the chemical industry, which serves to enhance relationships and communication. And finally, it provides a medium for the chemical industry to work together with local government and the school system for mutual benefit of everyone involved," Patterson said.

The numbers of students impacted by the ChemFriends Expo over the past two decades tops 40,000 and many who have attended are now working in the facilities that participate annually.

"Just a few years back, I had the pleasure of talking with a few of the ChemFriends volunteers from Southern University," Bergeron said. "Two young gentlemen stepped forward stating they were both from Ascension Parish and remembered going through ChemFriends back in sixth grade. Both credited their experience at ChemFriends all those years ago for sparking their interest in science and for steering them to pursue degrees in chemistry at Southern. That is why we do what we do and love it. ChemFriends makes a difference - for the students, for the community, for the future."

This year, STS looks forward to taking part in ChemFriends again and Judith Nordgren says it is not a surprise that the event is celebrating its 20th anniversary.

"Ascension Parish has always had a great spirit of collaboration, especially when it comes to the education of our children. I'm proud to have been part of the initial team some 20 years ago with a gem of an idea to offer students a glimpse into our industry, chemistries and the products we produce every day right here in their backyard. I'm equally proud that ChemFriends remains such a prominent part of the community's fabric. Congratulations and here's to another 20 years."

Sadly, this year ChemFriends Expo will not be held in November. Due to the recent flooding in Ascension Parish, the committee determined that the community needs to focus all its efforts on rebuilding. However, they are hopeful that with an extended school year, they will be able to find a date in the spring or early summer of 2017. ❖❖

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Thank You Dan



I have known Dan for over 30 years, having served on his board for 26 years. He is one of the most professional, ethical, and knowledgeable persons I have ever known. I have always been so proud and appreciative that we had Dan Borne to represent and speak for our chemical industry.

I wish him a very long healthy and happy retirement. He has earned it.

– Alden L. Andre

“Dan’s tenacity, humor, knowledge, and energy, are superb leadership skills that could lead any organization to success. We are so fortunate that Dan’s leadership was used to lead the LCA and LCIA organizations to tremendous success.”

– Paul Barletta

Photo Credit: Darlene Aguillard

Dan is the consummate professional ambassador for our industry. Connected like none other, he is a respected leader and mentor to many. Whether in the office, on the floor of the Capitol, in a board room, “miked up” in Tiger Stadium, or even serving at church on Sunday, Dan effectively balances humble dignity with tenacious boldness. By setting that fine example for all of us, his legacy will surely shine on through his successors. May it never rain on Dan Borne’.

– **Mark A. Kern**



Très cher Dan,

Quel privilège d'avoir connu et travaillé avec la personne et le professionnel hors paire que tu es! Je garderai toujours à l'esprit la conviction, l'esprit et la bonté authentique qui émanent de tes histoires...

You will be missed at LCA! God Bless You and Your Loved Ones,

– **Christine George**

“Dan leaves a legacy of passion and action for our industry and Dow is grateful. No matter the topic of discussion, from workforce to infrastructure to taxation, Dan’s leadership at the helm of our premier trade association has contributed significantly to our community and business success.”

– **Eduardo Do Val**

Dan thanks for your leadership over the years. It’s no way to truly acknowledge all you have done to assist in growing the industry and creating jobs in Louisiana. I’m proud of the work we do in LCA. We wouldn’t be where we are today without your thoughtful guidance. Best wishes to you in your next phase of life!

– **Rhoman Hardy**



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of employees in Louisiana _____ (fulltime & year round contract)

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- Above \$500,000,000
- \$250,000,001 - \$500,000,000
- \$50,000,001 - \$250,000,000
- \$1,000,001 - \$50,000,000
- \$250,001 - \$1,000,000
- \$250,000 and under

Annual Dues

- \$1,250
- \$1,000
- \$ 750
- \$ 500
- \$ 250
- \$ 125

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- 10 (primary contact + 9 additional)
- 8 (primary contact + 7 additional)
- 6 (primary contact + 5 additional)
- 4 (primary contact + 3 additional)
- 2 (primary contact + 1 additional)
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- Improving port throughput by reducing dwell time
- Accommodating the industry's 24/7 production schedules
- Offering an additional overweight corridor for transportation
- Alleviating traffic congestion and helping to reduce ozone levels in the region

For more information, contact Greg Johnson, Director of Business Development at the Port of Greater Baton Rouge, 225.342.1660.



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