



EHCMA: Who We Are, Where We're Going and Why It Matters

East Harris County } *Making Good.*
MANUFACTURERS ASSOCIATION

*MaryJane Mudd, East Harris County Manufacturers Association
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May 3, 2022*



In This Presentation

- ▶ *EHCMA OVERVIEW - WHO WE ARE*
- ▶ *CAER BASICS*
- ▶ *STRATEGIC PLAN - WHERE WE'RE GOING*
- ▶ *Q&A*

MaryJane Mudd, Executive Director

- ▶ **30 Years Industry Experience:** Dow, Air Liquide, ConocoPhillips, Shell Oil, SABIC, Clariant - and American Red Cross
- ▶ **Career Passions:** Stakeholder engagement, community affairs, crisis communications, media relations. Led Red Cross media relations during Hurricane Harvey. Trained in FEMA's Incident Command System
- ▶ **Civic Engagement and Professional Affiliations:** Leadership Houston, League of Women Voters of Texas, American Marketing Association, Red Cross, public speaker, creative writer, advocate for disabled





EHCMA: Who We Are

- ▶ Founded in 1987
- ▶ Coalition of more than 115 plant sites throughout 10 cities, 7 outreach areas, 3 ports
- ▶ Largest petrochemical and refining site in the world
- ▶ 25,000 people strong
- ▶ Driving the area economy with \$12 billion impact through taxes, payrolls, purchases and capital expenditures

Who We Are...Committees

- ▶ Channel Industries Mutual Aid (CIMA)
- ▶ Emergency Management & Communications
- ▶ Communications
- ▶ Environmental
- ▶ Legislative
- ▶ Security
- ▶ Transportation & Logistics
- ▶ Workforce Development/PetrochemWorks



Who We Are...Roles



Board of Directors: Governing body of organization. Contributes to and approves strategies, manages budget, discusses and tries to solve areas of concern, shares best practices, provides face of industry. Chair provides leadership

Committees: Create annual mission statements and goals based on specific focus areas - implement

Executive Director: Creates strategic plan, ensures forward movement, socializes EHCMA and industry by developing/maintaining relationships with members, community, partners, media, regional elected officials

Community
Awareness
Emergency
Response (CAER)



What is CAER Online?

- ▶ A system for community members to view posted messages and alerts from EHCMA member facilities regarding operational updates
- ▶ Created as a way for our members to inform the communities where they live and work
- ▶ CAER messages come from e-Notify reports
- ▶ CAER messages offer *basic* information such as what the incident or event is, where it happened and whether any action is encouraged

CAER Messages Can Pertain To:

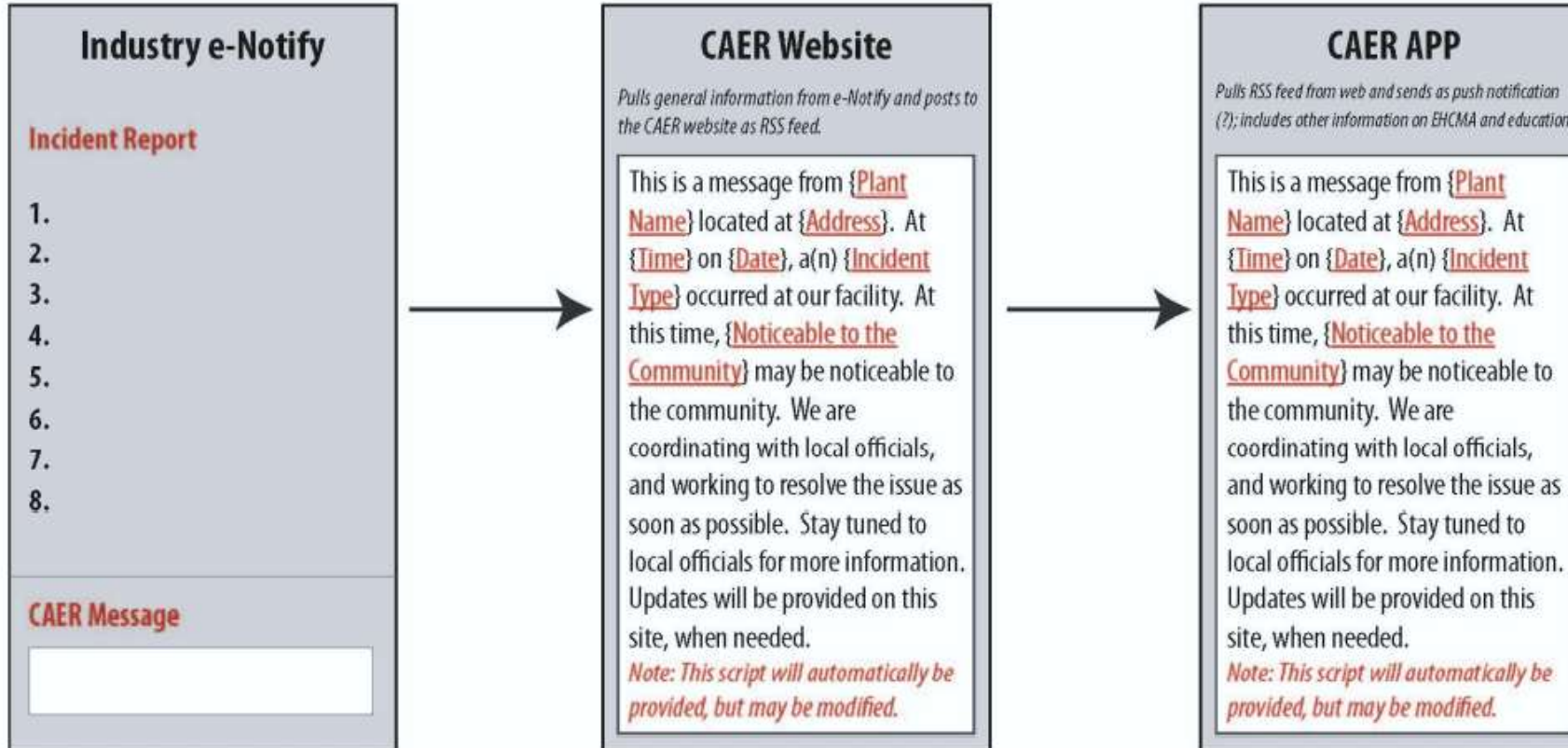
Emergency Response	
Facilities	Pipelines
Flaring	Rail Cars
Incidents	Smoke
Noise	Tanker Trucks
Odors	Training/Drills



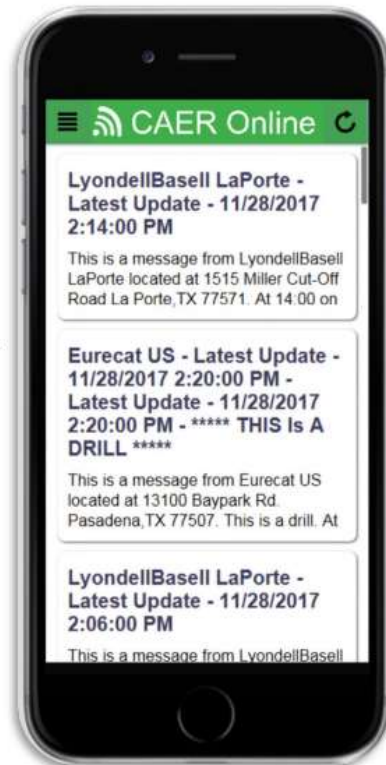
Plant operators try to report within 15 minutes of an event

Please contact and follow instructions provided by local emergency managers during emergency situations – CAER cannot instruct communities

e-Notify/CAER Reporting Process



Residents should contact their local agency for more information on incidents/activities in their area.



iPhone and
Android apps
created in 2017

EHCMA'S STRATEGIC PLAN



Strategic Plan Process



140+ Stakeholder discussions

Legislative meetings/TCC

Local legislator meetings

Research

200+ stakeholders analyzed

EHCMA - Stakeholder Analysis created

4-box model created

Completed

Executive Committee approved

Mission, Vision, Values researched - drafts created and approved

Strategic plan created and approved

Prioritized actions assessed with Board of Directors

Metrics part of strategy

Refining and adjusting will be ongoing

EHCMA's Previous Mission Statement



The East Harris County Manufacturers Association (EHCMA) is dedicated to promoting the health, safety, security, environmental, and economic well-being of the petrochemical, refining, and manufacturing industry in East Harris County.

Does this statement represent our membership value as noted during most stakeholder discussions (see points on the right)? Does it share HOW we do what we say we do?

Strengths noted in most 140+ stakeholder discussions:

- Stronger together - one voice
- Best practice sharing supporting safe, reliable operations
- Advocacy ensuring continued license to operate

Updated Mission Statement

Our mission is to deliver value to our members with health, safety, environmental responsibility and economic growth in mind. We do this by creating opportunities for best practice sharing as well as engaging in emergency response partnerships, advocacy and ongoing communication with our members and neighbors.

Strategic Framework

Vision

The premier manufacturing membership helping to ensure safe, reliable, environmentally responsible operations and a vibrant economy in East Harris County region

Values

HS&E, Member Value, Advocacy, DEI, Community, Workforce Development, Emergency Response / Crisis Communications

Strategic Pillars

Business
Operations

Ensure the seamless operations representative of a world-class trade association

Membership

Reinforce membership value while continuously engaging and recruiting to maintain a sustainable organization

HS&E

Continuously plan opportunities for best practice sharing and hands-on learning

Communi-
cations

Communicate so EHCMA is well known, industry is better understood and companies are supported during crisis

Advocacy

Aid member companies' license to operate with ongoing advocacy about our contributions to society

Community

Continue developing workforce and keeping member companies accountable for ongoing community engagement

BIG ROCKS



Fall 2021

- ▶ Rod Herrick-Covestro, EHCMA Board Chair
- ▶ Gary Piana-Chevron Phillips
- ▶ Todd Behne-OxyChem
- ▶ Bob Bradshaw-INEOS, EHCMA Treasurer
- ▶ Stephen Goff-LyondellBasell
- ▶ Kate Lightfoot-ExxonMobil
- ▶ Larry House-Flint Hills Resources
- ▶ John Koegel-Arkema
- ▶ Aaron Stryk-Communication Committee Chair - ExxonMobil
- ▶ Rebecca Jaschek-Environmental Committee Chair
- ▶ Jeff Suggs-Emergency Management & Communications Committee Chair
- ▶ Sara Cronin-Legislative Committee Co-Chair
- ▶ Stacy Putman-PCW Chair-INEOS
- ▶ Dennis Winkler-EHCMA Consultant
- ▶ MaryJane Mudd-EHCMA Executive Director
- ▶ Hector Rivero-TCC (via Zoom)



Project Scope Breakout Groups

A silhouette of a person standing on a rocky outcrop, balancing a large, glowing ball on their head. The background shows a city skyline with a bright sun or light source creating a lens flare effect. The image is partially obscured by a white diagonal shape that serves as a background for the text.

2022 Big Rocks

- ▶ Organizational Structure
- ▶ Community Engagement
- ▶ Crisis Communications
- ▶ Best Practice Sharing

Todd Behne, Plant Manager OxyChem La Porte VCM Facility

- ▶ **16 years of experience with OxyChem and 28 years of industry experience:** Held leadership positions at OxyChem facilities in Texas, Kansas, Louisiana, and a green field project in Tennessee
- ▶ **Professional Interests:** Leadership development, Operational Excellence, Process Safety, Industry Advocacy and community involvement
- ▶ **Professional Affiliations:** EHCMA Board of Directors, La Porte-Bayshore Chamber of Commerce Board of Directors and Non-profit Committee



Occidental Chemical (OxyChem)

- ▶ Wholly owned subsidiary of Occidental (Oxy)
- ▶ OxyChem's market position is first or second in the U.S. for the principal basic chemicals products it manufactures and markets, as well as for vinyl chloride monomer (VCM). It is a global leader in the production of polyvinyl chloride (PVC).
- ▶ 5 OxyChem facilities located in East Harris County
- ▶ All 5 facilities are OSHA VPP and Responsible Care® Certified

OxyChem®



Our chemicals are the basic building blocks to everyday consumer goods

OxyChem[®]



La Porte VCM Community Involvement

OxyChem®

- ▶ Water Mission
- ▶ EHCMA
- ▶ La Porte-Bayshore Chamber of Commerce
- ▶ La Porte CAC
- ▶ CIMA- Channel Industries Mutual Aid
- ▶ La Porte Rotary Foundation
- ▶ La Porte Volunteer Fire Department
- ▶ La Porte Education Foundation
- ▶ EHCMA- PetrochemWorks
- ▶ San Jacinto Museum & Battlefield Association



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Best Practice Sharing

Todd Behne, OxyChem
Bob Bradshaw, INEOS

Best Practice Sharing

Goal

To provide an easily accessible website and catalog of industry best practices that can be shared and accessed by all EHCMA members

Desired Outcomes

- ▶ Better industry performance (no repeat events)
- ▶ Ease of access for membership
- ▶ Model to be shared with other industry organizations
- ▶ Positive response from community



BEST
PRACTICE

Status

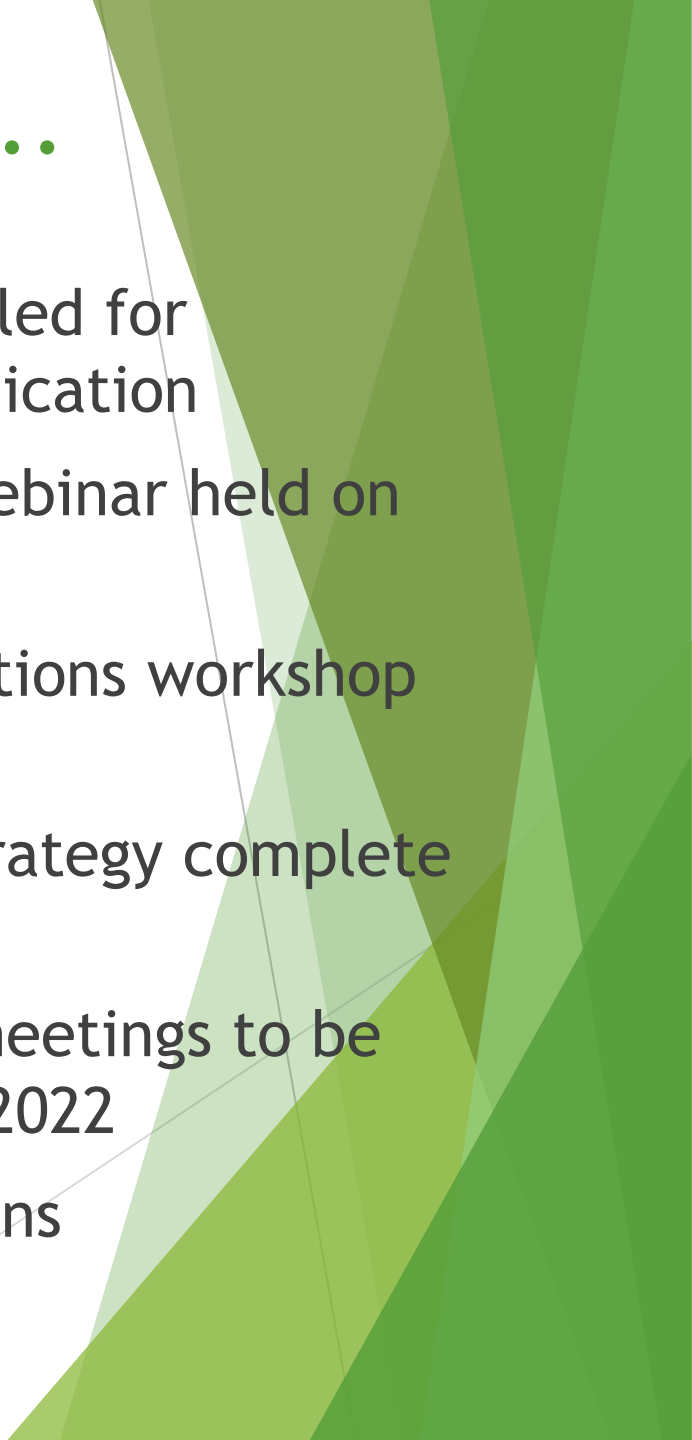
- ▶ Surveyed member companies to provide their best practices for life-critical procedures
- ▶ Narrowed initial focus to 5 best practices:
 - ▶ Permit to Work
 - ▶ Confined Space Entry
 - ▶ Fall Protection
 - ▶ Isolation of Energy Sources
 - ▶ Line and Equipment Opening (first breaks)

Next Steps

- ▶ Organize member review committee made up of Safety professionals
- ▶ Publish and move to next practice



Overall Progress...

- ▶ Best practices being compiled for dissemination and communication
 - ▶ Emergency Management webinar held on March 30, 2022
 - ▶ Regional Crisis Communications workshop held on April 28, 2022
 - ▶ Workforce development strategy complete and being implemented
 - ▶ Plant manager, all-hands meetings to be developed for 3Q and 4Q, 2022
 - ▶ Other tactics as part of plans
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Thank You!

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