

The importance of Process vs Technology

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Process vs Technology in Emergency Comms

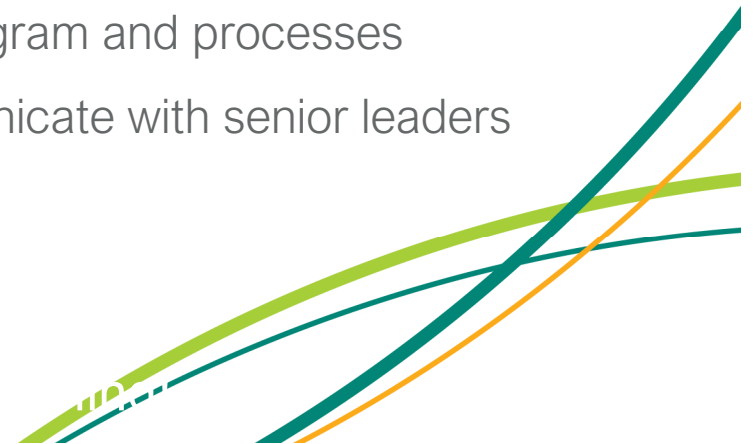
The importance of process cannot be overstated

- The best tools in the world are useless without good process
- Tools are a waste of money without good process
- Solids processes help keep everyone uniformly informed, and reduces miscommunications. You do not need technology to do this.
- If you only have a small amount of money to spend, spend it on process development so that you have a solid foundation to build your program

The importance of good technology

- Technology and tools should enhance your program and processes
- Technology can enhance your ability to communicate with senior leaders

Let's take a look at a process



Special Event Management Plan



Special Event Management Plan Training

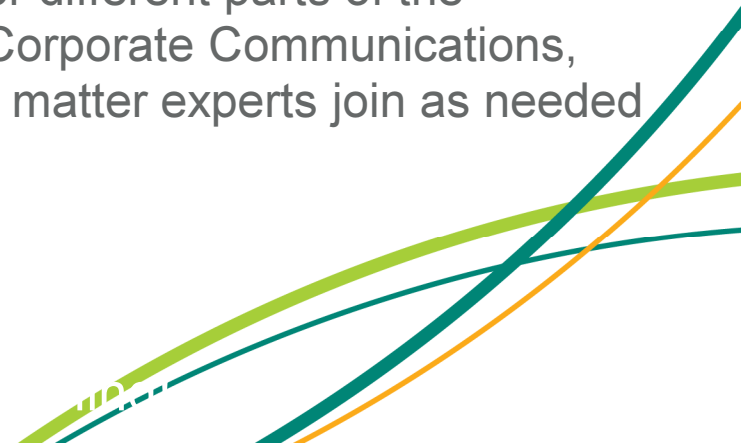
- Introduction
- What is a SEMP?
- Why do we need it?
- What does it do for me?
- When should I use it?
- How do I use it?
- What happens next?
- SEMP 2.0



Special Event Management Plan Introduction

Special Event Management Plan = SEMP

- The SEMP is a tool that was created to quickly communicate information to the Albermarle Leadership Team, and business unit leaders.
- The tool helps everyone respond quickly to emerging situations
- It helps keep everyone uniformly informed, and reduces miscommunications
- It allows senior leadership to communicate decisions in a timely manner
- Gives crisis event commanders a communications channel to senior leadership
- SEMP compliments traditional emergency response plans
- Provides a dynamic communications avenue for different parts of the corporation as they are affected by the event. Corporate Communications, Legal, HSE, business unit leaders, and subject matter experts join as needed



What is a SEMP?

Generally

- Any event that needs corporate support or senior level leadership, involves a serious injury that requires outside medical help, or events that could result in media attention

Level 3 HSE events

- Life threatening injury/fatality, off-site release, fire/explosion, or media attention

Operational Events

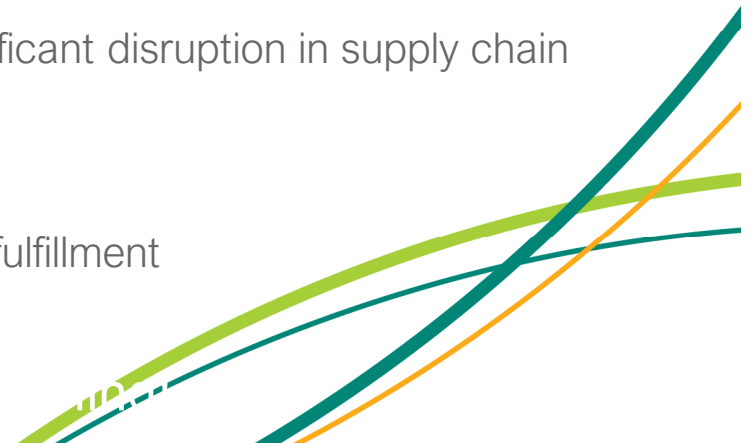
- Weather, significant utility outage, or raw material disruption that could impact orders

Supply Chain Events

- Off site transportation incident, product recall, or significant disruption in supply chain

Labor Events

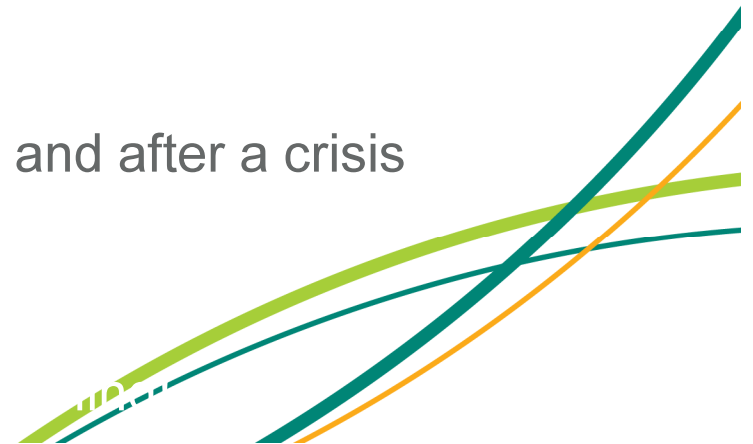
- Strike or labor disruption that has an impact on order fulfillment



Why do we need SEMP?

SEMP allows everyone involved, at all levels, to coordinate responses

- Employee responses in which HR is communicating with family members
- Community responses that aid in community recovery from the impact of an emergency situation
- Customer responses that communicate openly and often in order to minimize supply disruptions
- Media responses that provide timely, accurate information that communicates corporate message
- Agency responses that are responsive during and after a crisis



What does it do for me? It gives you access to

Special Event Executive Team - SEET

CEO | Senior Leader | Legal | Communications | HR | Supply Chain

Special Event Management Team - SEMT

Event Leader | HSE Facilitator | Functional Leaders | Incident Commanders

Regional and Site Management

Incident Commander | Site Managers | Site Responders | Site HSE

When should you use it?

As a general guide

- Call the SEMP line when there is an event that will need corporate assistance
- Call the SEMP line as soon as possible to have the best response
- Call the SEMP line even if you're not sure if the event meets the criteria
 - A trained SEMP coordinator will help you make the determination on next steps
 - When in doubt, CALL THE SEMP LINE!
- **You can also call the SEMP line just to test the system. It's encouraged, so please call just for training purposes, or to ensure that the line works**

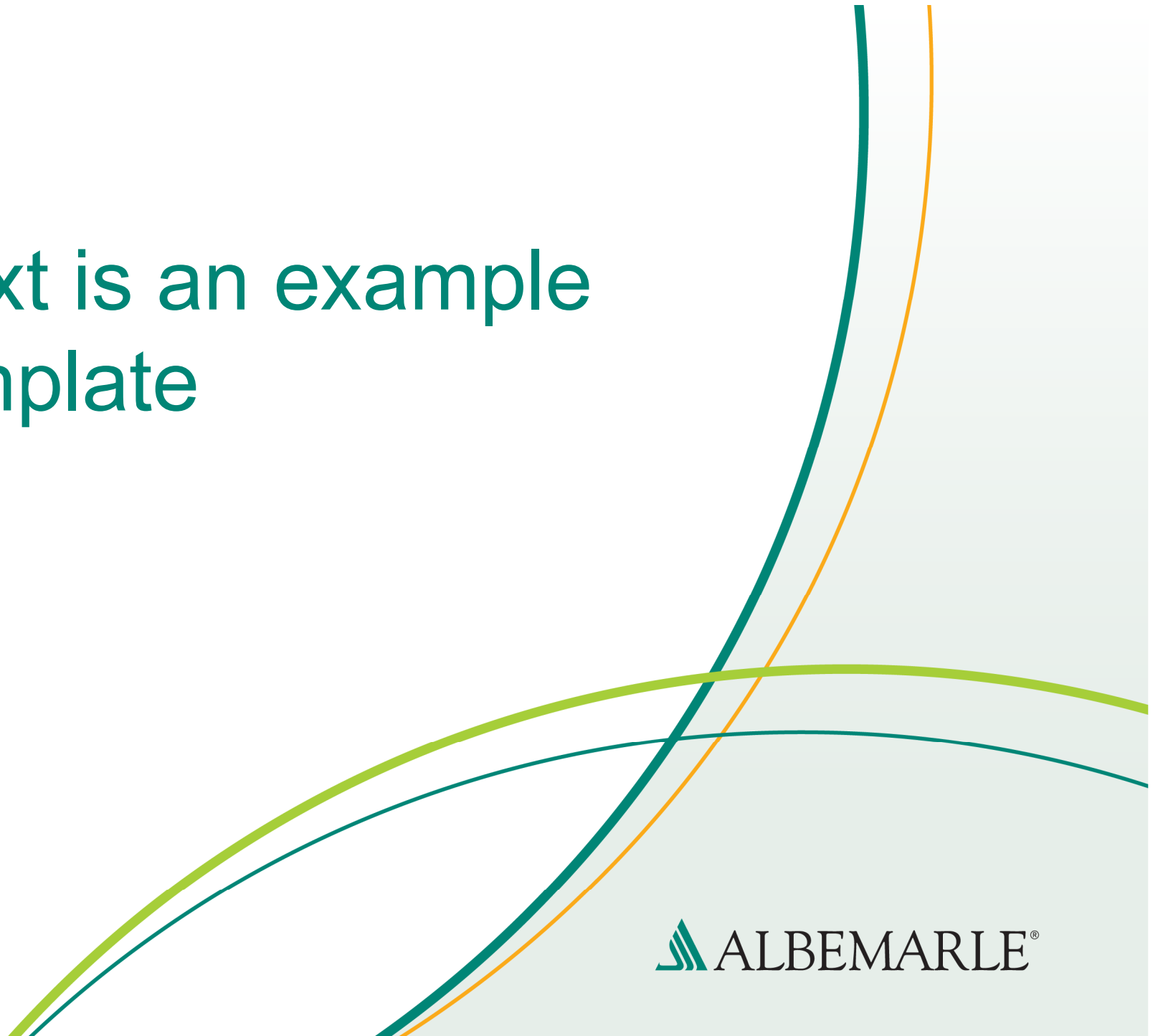


What happens next?

- A SEMP facilitator from Albemarle will call you
 - We have several facilitators on a rotating schedule
- Provide any new information, and be sure to let the facilitator know if you need any corporate assistance
- The facilitator, along with VP of HSE, will quickly make a determination whether the event is a full SEMP
- The facilitator will normally set up a webex or email chain to quickly communicate with all parties involved.



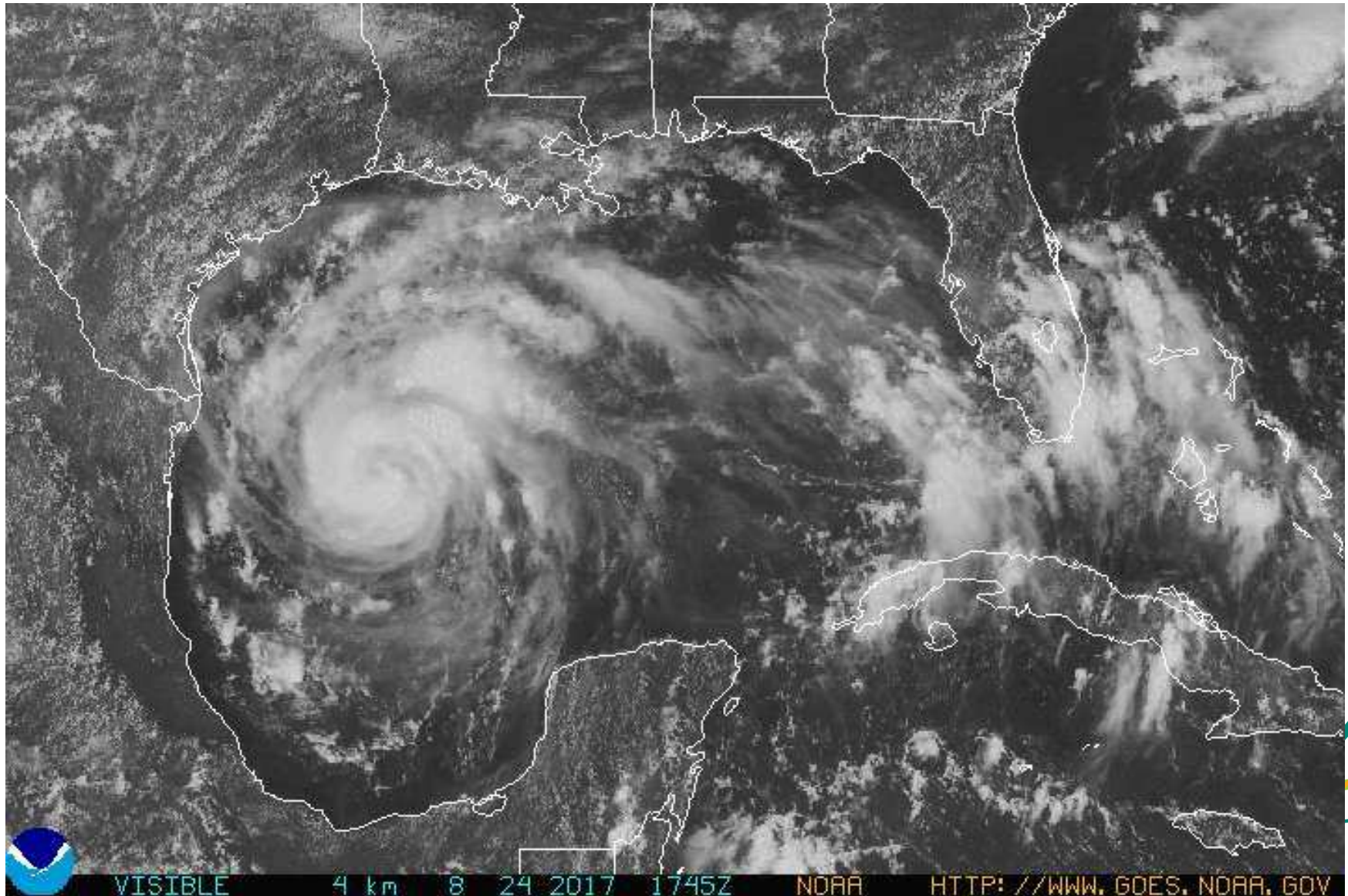
Next is an example
template



**SEVERE WEATHER PREPAREDNESS -
HARVEY**

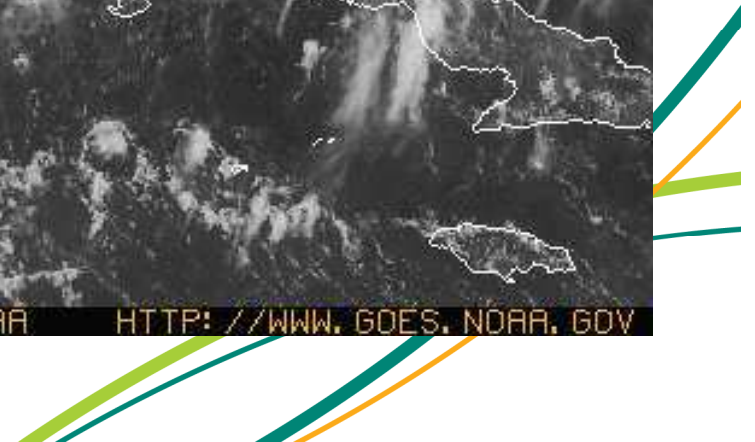


As of this afternoon



VISIBLE 4 km 8 24 2017 1745Z NOAA [HTTP://WWW.GOES.NOAA.GOV](http://www.goes.noaa.gov)

ALBEMARLE®





Key Messages for Hurricane Harvey

Advisory 17: 1:00 PM CDT Thu Aug 24, 2017

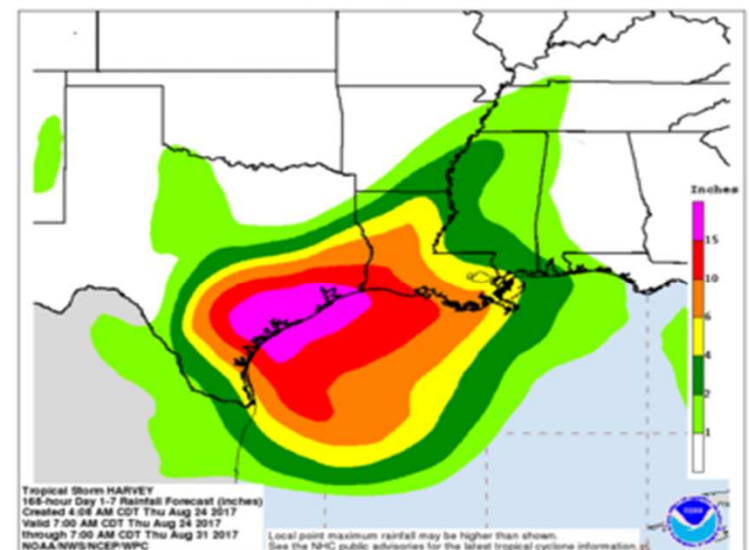


1. Harvey has intensified rapidly, and is forecast to be a major hurricane at landfall, bringing life-threatening storm surge, rainfall, and wind hazards to portions of the Texas coast. Preparations to protect life and property should be completed by tonight, as tropical-storm-force winds will first arrive in the hurricane and storm surge warning areas on Friday.

2. A Storm Surge Warning is in effect for much of the Texas coast. Life-threatening storm surge flooding could reach heights of 6 to 12 feet above ground level at the coast between the north entrance of the Padre Island National Seashore and Sargent. For a depiction of areas at risk, see the Storm Surge Watch/Warning Graphic at hurricanes.gov.

3. Life-threatening flooding is expected across much of the Texas coast from heavy rainfall of 12 to 20 inches, with isolated amounts as high as 30 inches, from Friday through early next week. Please refer to products from your local National Weather Service office and the NOAA Weather Prediction Center for more information on the flooding hazard.

4. The Potential Storm Surge Flooding Map is available on the NHC website. This product depicts a reasonable worst-case scenario - the amount of inundation that has a 10 percent chance of being exceeded at each individual location. This map best represents the flooding potential in those locations within the watch and warning areas.



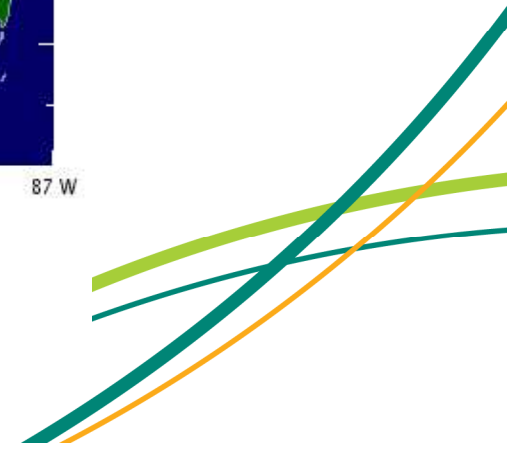
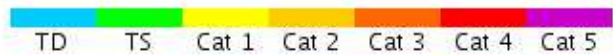
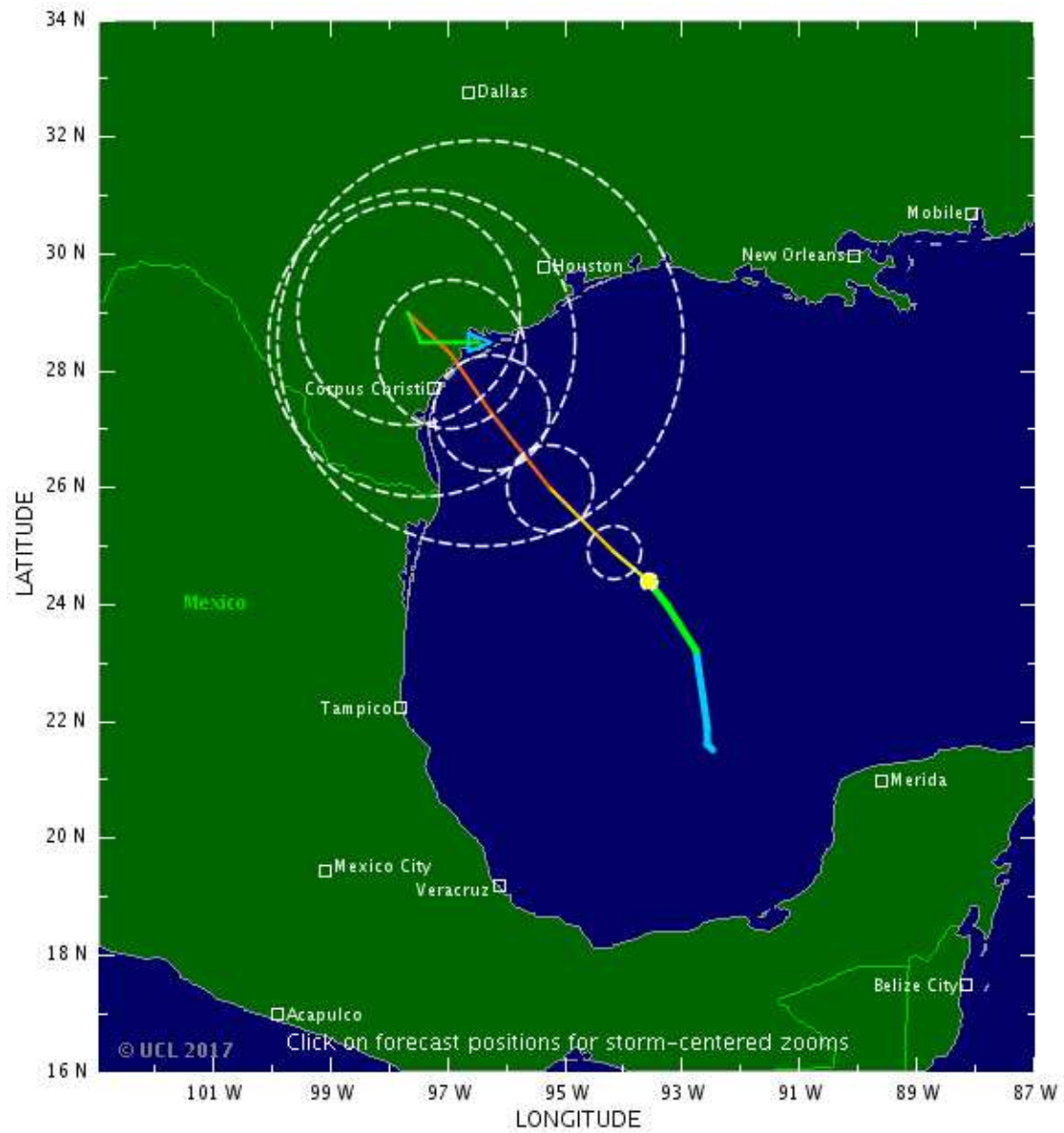
For more information go to hurricanes.gov

Possible Transportation Disruptions:

The Port of Houston Port Coordination Team convened earlier today with the following warnings:

- Track confidence is increasing up to landfall, but decreases rapidly post-landfall due to minimal steering currents.
- Harvey could stall ashore through early next week, eventually head back out to sea, then proceed north up the Texas coast towards Houston.
- Expect ground, air, and maritime transport disruptions until at least August 30th.
- Significant amounts of rain are expected, with 6 to 10 inch inundation near landfall on Friday, and 2 to 4 inches along Galveston Bay.
- Significant rainfall is expected in the Houston Metro area, with localized accumulations of 20+ inches building up over seven days. There is a high risk of localized flooding, and run off into the bayous and rivers is expected to be high.
- Houston and Galveston Pilots are still moving traffic, and will continue to do so as long as wind and sea states safely allow. No restrictions on movements are expected through Thursday. Restrictions within the Houston-Galveston port complex may begin Friday.
- Seas off Galveston are expected to build to 12 to 17 feet.





Impact to Bayport

- Impact to operations:
 - Starting shut down – 8/24/17
 - Albemarle ride out – morning 8/25/17
 - Ride out crew (15) – arrive 8/25/17 afternoon
 - Will relocate to Pasadena 8 hours if winds predicted 100 mph
 - Housekeeping – secure and clean up ongoing
- Impact to personnel:
 - **Non-essential released from work - 8/25/17**
- Impact to local area:
 - High water and winds - Friday through early next week
- What do we need?
 - Fuel



Logistics Americas Region

Storm Plan

- Person Responsible
- Americas Regional Logistics Manager
 - Person responsible: Insert Phone #
 - Person responsible: Insert Phone #
 - Person responsible: Insert Phone #
- Shadow and Support OTC
- Contingency plans
 - Gulf of Mexico – Depending on predicted landfall will go to Clearlake or BRT or CLT
 - Atlantic – Depending on predicted landfall will support SC as required
- Ship early
- Remove trailers from ALB Sites and secure
- Move material out of path
 - Dallas, East St Louis
 - Columbus
- Provisions for High Hazard Materials in transit
- Arrange Logistics support post storm via dedicated resources



Corporate and Crisis Communications

Leader of the group

- Person responsible,
- Cell – ...-...-.....

- Bayport / Clear Lake – additional support needs
 - Person responsible
 - Cell – ...-...-....
- Pasadena / PDC – additional support needs
 - Person responsible
 - Cell – ...-...-.....
- Magnolia – additional support needs
 - Person responsible
 - Cell – ...-...-.....

Our team is ready and able to assist with any communications needs. We are currently working to prepare secondary messaging for employees, media holding statements and Albemarle Care Fund strategies – if these items become necessary.

Please reach out if we can support you in any capacity.

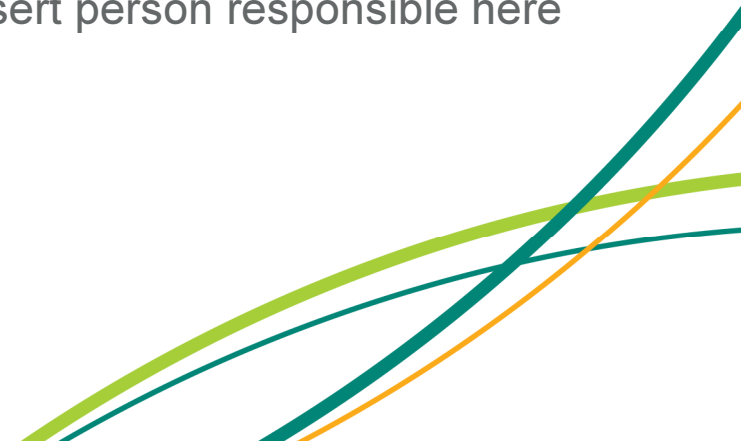


Information Technology: Infrastructure Services

- Owner:
- Managing the virtualized infrastructure for the following sites: (insert sites here)
- Risk:
 - Off-site recovery plans not fully developed
 - Off-site data backup in place for all US sites except
 - Future plans contingent upon approval of the Director of Infrastructure
 - Upon approval:
 - Remaining off-site data backup will be implemented within 90 days
 - Off-site recovery plans will be developed within 90 days
- Duplicate WAN services are in place for all locations except BYT
- BRT has a generator and can run for 40 hours before refueling

IT Support Information:

- Phone: ...-...-.....
- Email:@albemarle.com
- Mgr: Insert person responsible here



Travel – Emergency Preparedness

Leader of the group

Insert person's name

Email:@albemarle.com

Office-.....

Cell-.....

Area of responsibility

Travel, Corp T&E Cards, Expense

Points of contact

Amex Travel: 24hr US support-..... (option 6)

Email:@service.amexgbt.com

Amex Card: 24hr US support-.....

Albemarle Team Expense Reports & Amex Card

Applications:@albemarle.com

Procedures in place (where to find)

Albert - Main Page and Travel Team Site

Contingency plans

Gulf of Mexico/Atlantic

US -Amex Travel and Amex Card Support are located in various locations and available to support our employees. Number of incoming calls may increase and additional staff can be added in order to service our needs.

Additional Information

If we're in need of a group of employees to deploy outside of the affected area, we can confirm a block of hotels room / car rentals as needed.

Track employees traveling in projected affected areas to assist with return travel plans

Track employees with future travel plans into projected affected areas for potential changes.



Questions?

