

Norco NEWSLINE



Non-profit Organizations

Invited to Submit Grant Proposals

Have a program or project that makes the Norco community better now and in the years ahead? A Norco Community Fund (NCF) or Norco Economic Development Fund (NEDF) grant could help fuel that program or grow an existing project.

The Greater New Orleans Foundation, which manages the donor advised funds, is accepting proposals for both funds beginning March 1 through March 23.

The NCF and NEDF were established 16 years ago with respective one million and five million dollar endowments by Shell to sustain and enrich the quality of life in the Norco community. The NCF was initiated to improve the quality of life for Norco residents. The NEDF addresses social and economic issues designed to support economic development. Both funds are community driven.

The Norco Community Fund will consider funding for programs that serve Norco in the areas of:

- arts/humanities
- community development
- education
- environment
- human services
- health and youth development.

Past recipients have included such organizations as:

- American Legion Post 195
- Norco Civic Association
- Sacred Heart School
- River Region Ballet.

The Norco Economic Development Fund will consider funding for programs that support:

- small business retention
- new job creation
- career development and training
- quality of life
- youth opportunities.

Last year, the Norco Civic Association's River Road Revitalization Project - Phase III and Destrehan Plantation's Masterplan Expansion benefited from the fund.

Grant applications must be submitted online.

Applicants must apply online to The Greater New Orleans Foundation's website at www.gnof.org.

Guidelines and additional information for both funds can be found online and in this issue of *Newsline*.



Visitors to Destrehan Plantation learn more about southern history as they tour cabins located on plantation grounds thanks to a Norco Economic Development Fund grant.



A Norco Community Fund grant recipient, the River Region Ballet utilized funds for the annual production of *The Nutcracker*.

COMMUNITY UPDATE

FLARE PERFORMANCE IMPROVEMENT

Work safe and protect the environment is the primary goal of every task at Shell Norco - and always has been. General Manager Brett Woltjen emphasized that priority to members of the Norco Community Advisory Panel (CAP) during a special meeting to present information about the site's flare reduction progress and its recent agreement with the Environmental Protection Agency concerning flaring.

Woltjen shared the voluntary consent decree on flare performance improvement which follows:
Shell Chemical LP (Shell) has reached agreement with the US Environmental Protection Agency (EPA), Louisiana Department of Environmental Quality (LDEQ), and US Department of Justice (DOJ) to improve the flare performance at its Norco manufacturing facility in Louisiana (Shell Norco). The agreement is part of EPA's focus on improving flare performance and follows the form of agreements the agency and DOJ have reached with other companies.

As part of the agreement or voluntary consent decree settlement, Shell Norco will implement improved flare efficiency measures and undertake other projects to mitigate emissions at the facility. The total settlement is worth approximately \$10 million.

The provisions of the settlement are consistent with Shell Norco's objectives and ongoing activities to reduce emissions at the site and upgrade our flaring infrastructure.

The agreement includes the expansion of existing fence-line and community monitoring systems with the deployment of an additional fence-line monitoring system for benzene emissions. The data from the community and fence-line monitors is made publicly available by Shell for the community.

Shell Norco has a record of continuous improvement in environmental performance achieved through significant investment in emission reduction projects and heightened employee attention on preventing operational incidents.

Shell shares the goal of improving air quality, and our top priority is to protect the health and safety of community residents, our workers, and the environment. We strive to operate in compliance with all permits and regulations.



More than 1,500 contractors on site for a turnaround are reminded to make safety first as they enter the site each day. At left: Production Manager **Dai Nguyen** thanks a contract employee, during an appreciation lunch, for working safely.

Safety and Environment Top Turnaround "To Do" List

Shell Norco is reaching the mid-way point in a multi-unit turnaround scheduled for completion at the end of March.

You may have noticed a little more traffic coming and going around the site these days. There are 1500 additional contract personnel working on the routine maintenance repairs, replacements and inspections throughout the day and night. But don't worry, Shell has ample secure parking for the additional cars. Additionally, the site is working with the St. Charles Parish Sheriff's Department to ensure that the traffic flow keeps moving with little impact on area residents.

According to Turnaround Event Manager **Michael Troxclair**, execution of the work in a safe and environmentally sound manner is a priority. "Turnarounds are important aspects of operating a manufacturing complex to produce quality product. Our focus is to not only get the work done efficiently and in a timely manner, but more importantly, to get it done safely and with no environmental incidents."

For additional information or questions concerning the turnaround, call the Site Team Lead at 504-465-7342 and check Norco's Facebook page for updates.



Applicants must apply online to The Greater New Orleans Foundation's website at www.gnof.org.

Norco Community Fund 2018 Guidelines for Grant Applicants

The purpose of the Norco Community Fund is to improve the quality of life of people in Norco. An advisory committee of business and civic leaders meet annually to review grant requests in the following program areas: arts and humanities, community development, education, environment, human services, health care, community building, and youth development.

The Fund will only consider support for programs that serve the Norco community and its residents.

The following types of funding will be considered:

- **Grants to support services to Norco residents** with priority given to: children and youth services, elderly services, human services, health care/wellness services, and basic human needs;
- **Organizational development grants**, including capital expenses for facilities or equipment, for Norco-nonprofit organizations;
- **Grants to support community events** that promote civic pride and a sense of community in Norco.

Norco Economic Development Fund 2018 Guidelines for Grant Applicants

The Norco Economic Development Foundation (NEDF) was formed to fund projects that supports the future community/economic development needs of Norco. Grants address social and economic issues at the local level in a manner that increases the capacity of the community. The NEDF provides leadership and vision in identifying community needs and in creating sustainable solutions to meet those needs.

The Fund will only consider grants for charitable purposes to nonprofit organizations that serve the Norco community and its residents. Grants can range from \$10,000 to \$50,000 and on rare occasion up to \$100,000.

The goals of the NEDF are:

- Increased success and competitiveness of Norco-based businesses.
- Increased prosperity and enhanced quality of life for all Norco residents.

Funding will be considered based on the following priorities:

- PRIORITY ONE** - Small Business Development/New Job Creation: Support will be given for business development, i.e., training and technical assistance.
- PRIORITY TWO** - Workforce Development/Training: Target needed programs that strengthen the local workforce.
- PRIORITY THREE** - Quality of Life (i.e., Health, Land Use, Infrastructure, Senior Citizens): Expanding access to services and resources that enhance the quality of life for Norco residents.
- PRIORITY FOUR** - Youth Opportunity (i.e., Youth Participation/ Youth Job Related Activities): Youth community involvement, youth-adult partnerships, youth leadership and youth empowerment activities all beneficially conspire to make young people participants in the life of the community rather than merely spectators or recipients of services.

Beat the Bridge
See the River
Help the United Way

Start
Training



The United Way of St. Charles United Way Bridge Run takes place Saturday, April 14. Run or walk the 5K chip-timed race beginning at the East Bank Bridge Park and across the Hale Boggs Mississippi River Bridge to the West Bank Bridge Park for a post-race celebration.

Learn more and register at the United Way of St. Charles (uwaysc.org).

Edible Enterprises Entrepreneurs

Filling Bottles, Jars, and More



There's a whole lot of cooking going on at the corner of Third and Good Hope Streets in Norco. For almost a decade, the former site of the Norco Co-op has been the home of Edible Enterprises, Inc., a unique business incubator providing an affordable professional kitchen space for food entrepreneurs to prepare products for sale.

Edible Enterprises is designed to assist the serious entrepreneur in producing a significant amount of product for distribution - those who have gone beyond the hobby stage in their home kitchen.

"The food incubator concept involves helping businesses learn how to price their products, produce them in larger quantities, distribute them and make a profit."

Sanjay Kharod
Food and Farm Network Executive Director



Edible Enterprises staff member **Maxie Tamburello** works with **Jason Salters** to prepare bottles for packaging Faustino's salad dressing. "Working at Edible Enterprises allows us to prepare product in an industrial kitchen sufficient working space," says Salters, who has worked sales."

O riginally established with a grant from Shell Norco, the River Parishes Community Development Fund and the St. Charles Parish Department of Economic Development and Tourism, the food incubator is now in its third year of operation as a partnership between the New Orleans Food & Farm Network and St. Charles Parish.

"The partnership is a logical one and a successful one that fits with our focus on making an impact on the food system," says Food and Farm Network Executive Director **Sanjay Kharod**. "For more than ten years, the Food and Farm Network has worked to bring profitability to the local farming industry with an emphasis on turning agricultural products into marketable products. Entrepreneurs working with Edible Enterprises are encouraged to connect with local farmers for food sources while benefiting from staff assistance in securing licenses and permits."

Kharod explains that in addition to recruiting new tenants to utilize the food incubator resources, Edible Enterprises looks for new ways to prepare, package and distribute local products.

Since 2015, Edible Enterprises has grown from three tenants to more than 30, with an impressive list of graduate businesses who now operate in their own facilities.

"The key to our success is getting people into the facility and helping to build their businesses," Kharod explains. "Some tenants outgrow our space after a year or two and move on to cooking and packaging facilities to accommodate their growth."

"Once food entrepreneurs are affiliated with Edible Enterprises they can reserve kitchen, packing, and labeling space for \$20 an hour, 24 hours a day, seven days a week," he continues. "There is always room for a new entrepreneur to work with us."

Kharod notes that St. Charles Parish is a highly supportive partner. "Our clients are from St. Charles Parish, New Orleans, Hammond, Houma and several from the Baton Rouge area," he explains. "They are not only coming into St. Charles Parish, but there is potential for growing their business in the parish which would mean more jobs here, increasing economic activity."



Edible Enterprises is designed to assist the serious entrepreneur in producing a significant amount of product for distribution - those who have gone beyond the hobby stage in their home kitchen. “The food incubator concept involves helping businesses learn how to price their products, produce them in larger quantities, distribute them and make a profit,” Kharod adds.

Prospective incubator tenants are asked to complete an application and answer a “punch list” set of questions which help them and the Edible Enterprises staff determine the best direction to produce a quality, marketable product.

Food entrepreneurs interested in expanding their business or farmers interested in connecting with a food producer can learn more about Edible Enterprises at www.noffn.org.



Natasha Raymond-Jones uses the Edible Enterprises’ industrial kitchen to prepare Southern Fixings pralines.

“Edible Enterprises helped us refine our focus. The equipment and space we have here is an asset along with the freedom to come in when you need to come in. You pay for space by the hour. I couldn’t afford a building with a large overhead. Edible Enterprises allows me to run my business economically, and benefit from a kitchen that is certified and approved by the state. I love it here.”

Natasha Raymond-Jones
Southern Fixings

SOUTHERN FIXINGS COOKING UP

BITE-SIZED PRALINES

Stop by the Destrehan Plantation Gift Shop, your local grocery, or head out to the Shell-sponsored New Orleans Heritage and Jazz Festival this spring to buy melt-in-your mouth pralines. You will find Southern Fixings pralines, a creole delicacy mixed, prepared and packaged in Norco.

Natasha Raymond-Jones’s Southern Fixings is an Edible Enterprises’ success story. Thanks to the food incubator’s spacious industrial kitchens, packaging and labeling areas, Raymond-Jones expanded her cottage business, gaining sales and increased interest throughout the region and beyond.

A New Orleans native, who relocated to LaPlace after Hurricane Katrina, the praline chef is doing quite well. Taste one of her pralines and you know she has a good product. Spend a few minutes with her in the Edible Enterprises kitchen and you realize she is not only a good cook, but also a great salesperson with a determination to continually grow her company.

“I started making pralines, using my grandmother’s recipe, when I was five-years-old,” Raymond Jones recalls. “My mom and I would work together. Her pralines were the hard, crunchy kind; I changed things up a little because I like a softer cookie texture.”

A former superstore manager, with 20 years retail experience, Raymond-Jones sold her pralines out of her home, producing the sweet treats in between her 12-hour shifts. “Although I was continually getting orders, it wasn’t until my husband pointed out that with the kids grown, it might be time to go into business for myself full-time.”

For the past five years, Southern Fixings has been growing and growing. When the business approached the legal cutoff for sales from a home-based kitchen, Raymond-Jones decided that it was time to take the next step.

“Edible Enterprises helped us refine our focus. The equipment and space we have here is an asset along with the freedom to come in when you need to come in. “You pay for space by the hour. I couldn’t afford a building with a large overhead. Edible Enterprises allows me to run my business economically, and benefit from a kitchen that is certified and approved by the state. I love it here.”

“A good business also requires hard work,” she cautions. “We taste-tested our product with demos in area stores and put in the work – success is not going to just land in your lap. You have to find your knack, find your demographic and deliver the product.”

Interested in learning more about Southern Fixings or maybe making an order? Check out Southern Fixings on Facebook and Instagram.



Shopping this weekend?

Look for locally produced products by **Edible Enterprises graduates and current tenants:**

CURRENT EDIBLE TENANTS

- Andy Lynn's
- Capstone
- Cocktail & Sons
- Fauborg Farms
- Fratesis
- Element Beverage Company
- Fratesi's
- Gourmet Fournet
- Grandma's Cookie Jar
- Greek Girls
- Gro-Nola
- Hu Hu's Ginger Brew
- Insani-Tea
- Food & Farm Works
- Jazzy Cajun
- Kings of Boil
- Lumar Fine Foods
- Magoun's Kitchen
- Papa Yaw's
- Q Dat BBQ
- Real Food Real Local
- Robin's Rockin' Cajun Pepper Jelly
- Sicily's Finest Gourmet
- SoLA Deli
- Southern Fixings Pralines
- Thai D Jing
- Three Brothers Farms
- TJ's Gourmet Sauce
- Uncle Larry's Food & Spice Co.
- Unspecified Pickle Company

ALUMNI EDIBLE TENANTS

- Airmatix
- Alfajores
- Bambu
- Bayou Brew
- Bayou Brothers
- Big Easy Bucha
- Billy Bites
- Bissap Breeze
- Bourbon St. Bakery
- Bushwood Farms
- Buster's Original Homemade Pecan Candy
- C'est La Vee Praline
- Cake N' Cups
- Chula's Salsa
- Confetti Confections
- Cousin's Dressing
- Creole & Company
- Cuddin' Eddie's
- Cupcake Fairies
- Delight Your Palate
- Easy Street Candies
- Edwardos Salsa
- Elkerita Elke Ellzey Enterprises
- Emma D's
- Geaux Nuts n NOLA
- Kay Gezal
- kulbslaw
- Locally Preserved
- Loni Loo's
- Louisiana Food Company
- Louisiana Sister's
- MaMa Spice
- Manhattan Jack
- Militello's Gourmet
- Moo-Zing
- NOLA Batchman
- Sailey's Foods
- Mutt Mama
- New Orleans Tomato Company
- NO Pepper Jelly
- Old Jamaica Pepper Jelly
- Omi's Gourmet Foods
- Poucia's Praline Sauce
- RAAKS
- Rosemary's Sugar Free Praline
- Sailey's Foods
- Salahuddin Enterprises
- Southern Sweetie
- Sugar Cane New Orleans Molasses Bakery
- Sweet Southern Sauces
- The Puddin Shop
- The Webster Group
- Troy's Seafood Pies
- Whip C
- Wow Wee
- XODO Botanicals
- Zydeco Spice

Service ANNIVERSARIES

SOMEONE YOU KNOW WORKS FOR NORCO

40 Years

Ed Hetherington
Mark St. Amant

30 Years

Vicky Tauzin

20 Years

Deidra Alexis
Lynn Bonnette
Richard Schexnayder

10 Years

Ben Canales
Russell Chinn
Greggory Coleman
Brandon Delaneuville
Maria Guidry
Alvin Henyard
Dale Koontz
Todd Lozano
Barry Narcisse
Dawn Tramonte
Edward Bo Vinnett
Allen White
Brian Winchester

5 Years

Shane Bowen
Keon Charles
Karl Chiasson
Roger Clark
Austin Cooley
Alessandria Goh
Tommy Hebert
Andrew Johnson
Brandon Lawler
Richard Lee
Danny Moseley
Andrew Reno
Ronald Surmik

Tony Tran
Benjamin Vial
Jolyn Wascom
Derek Wilkinson
Tony Williams

THREE GENERATIONS OF THE LAURENT FAMILY

Proud of the Shell Connection

The town of Norco is a community made up of generations of tight-knit families, many of whom have made their livings at Shell. The Laurent family is one who can trace the Shell connection back three generations.

- **Ursin “Jack” Laurent, Sr.** worked and lived at the plant for 45 years, from 1920 to 1965.
- His son, **Ursin “Bud” Laurent, Jr.** followed in his footsteps working for Shell for 38 years, from 1950 to 1988.
- Today there is another generation at the plant. Bud’s son **Marcel Laurent**, started working for Shell in 1991.

“I grew up in Norco, in the village on the plant,” remembers Bud. “My daddy worked at the plant as foreman of the thermal crackers. I applied to Shell when I first got out of school, but it took a while to get on. One Sunday morning, while dressed up in my suit after Sunday mass, the Shell personnel manager came to look for me. He asked if I still wanted to work for Shell, and I said ‘definitely!’ I started working for Shell the next morning as a sample carrier.”

Bud quickly moved on to other jobs with the company. “My last job was as complex supervisor,” he says. “There was no formal PTech training, I learned on the job. I worked as an operator, then as a foreman. Problem solving came easy to me. I just learned everything I could.”

The company was indirectly responsible for getting Bud and wife Joann together. “When I was a young boy, I worked at the Shell filling station in front of the plant on River Road. There was a cute little girl that used to pass by there and I fell in love with her,” he remembers. “We’ve been married 67 years,” he added with a twinkle in his eye. “We’re trying to make it work!”

Bud and Joann have seven children, two with employment history with Shell. Their son Marcel, a Cat Cracker Unit operator, remembers that Bud didn’t push his children in that direction, but there was a lot of encouragement.

“For my dad, working for Shell wasn’t a job. It was his home. It was where he was born and raised, where he worked all his life and, as far as he’s concerned, the only place to work. So that influenced me.”

Marcel was well aware of the legacy he had to uphold. “Knowing that my grandfather and my father worked at Shell made me feel more responsible, more accountable for what I was doing,” he says. “I didn’t want to disappoint them and just hoped I could live up to their standard, which is pretty high. My dad taught me how to think things through, how to use my head to troubleshoot and problem solve: use common sense, learn everything down to the nuts and bolts (one of his favorite sayings), and completely understand the process. I’m trying my best to do that. When I think that my grandfather and father worked where I work, I feel nostalgic. “Working at Shell is probably the best job you can have along the river.”

“When I was a kid, just about everybody in Norco worked for Shell,” he says. “You could tell what time of the day it was by the people exiting the gate and riding home on scooters.

You knew it was 3:30. Now we’re much more regional with people from all over the River Parishes working there.”

“Shell has been here for almost 100 years and the Laurent family has had almost 100 years of combined service. I like knowing that the company has been around for a while, knowing how safe they are, and how seriously they take safety. I’m never concerned about something happening to me while I am there because of the safety rules and regulations. And it’s not just my safety, Shell is a good neighbor. It’s a great company.”

Marcel Laurent



Bud Laurent and his son **Marcel** represent the second and third generations of the Laurent family with a Shell Norco connection.

It wasn’t all work for the Laurent family. There were a lot of memories of the fun that could be had as a Shell Norco employee. Bud and Joann fondly remember those days. “When Shell had a swimming pool, one of my little girls took lessons,” Joann recalls. “We could go to movies, swim, bowl, play tennis, attend ball games, etc. The plant was a town within a town.”

“They also had Family Fun Days,” Bud says. “Everybody would be there. You could bring the whole family. Shell had all kinds of things to do.”

Marcel agrees. “Growing up, the Family Days stick out. They had fishing contests and my grandfather won a trophy for the longest cast. The Family Days were my favorite.”

“I think Shell is a great company,” says Bud. “It’s the way they treat people and the way Shell provides for a good retirement. I enjoyed the work and couldn’t have worked for a better company.”

“Shell has been here for almost 100 years and the Laurent family has had almost 100 years of combined service,” Marcel adds. “I like knowing that the company has been around for a while, knowing how safe they are, and how seriously they take safety. I’m never concerned about something happening to me while I am there because of the safety rules and regulations. And it’s not just my safety, Shell is a good neighbor. It’s a great company.”



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

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

Numbers and Addresses to Know:

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

POSTAL PATRON

20TH ANNUAL HOUSEHOLD HAZARDOUS MATERIALS COLLECTION DAY SATURDAY

April 7



Household Hazardous Materials ACCEPTED for Disposal or Recycling:

- Oil-based paint
- Latex paint
- Solvents
- Tires (limit 5 per vehicle, one delivery only)
- Automotive batteries
- Used oil
- Antifreeze
- Household cleaning products
- Aerosol cans
- Acids/bases
- Fluorescent tubes
- Tars
- Resins
- Adhesives
- Pesticides
- Herbicides
- Scrap metal
- Major appliances
- Used electronics, such as computers, copiers, printers, radios and TVs

Materials Not Accepted:



- Explosives
- Ammunition
- Unidentifiable materials
- Infectious waste (medical)
- Compressed gas cylinders (including propane tanks)
- Asbestos
- Radioactive wastes (smoke alarms)
- High school lab wastes and commercial/governmental facility waste, even if the facility is at home

Support existing recycling year-round programs with:

- Paper
- Cardboard
- Aluminum cans
- Plastic
- Glass

RECYCLE OR DISPOSE Household Hazardous Materials

You've cleaned out the garage, the backyard shed and the cabinet under the kitchen sink. What are you going to do with the old television, paint cans and almost-empty aerosol cans? How do you trash an old tire?

Shell Norco is joining area industries to make the disposal or recycling job a little easier while helping to protect the environment at the 20th annual Household Hazardous Materials Collection Day (HHMCD) April 7.

Industry volunteers, with the support of St. Charles, St. James and St. John Parishes, the Louisiana Department of Environmental Quality and the Louisiana Department Agriculture and Forestry will be collecting items to recycle, dispose and treat. Area residents can bring materials to the New Wine Parking Lot in LaPlace and the Dufresne Community Center on the West Bank in St. Charles Parish.

Shell Norco retiree **Fred Goodson**, who was instrumental in developing HHMCD, serves as the honorary chair for this year's event.

For more information: www.hhmcd.com.

