

HSS Visiting Speaker Program – October 30, 2008. Washington DC

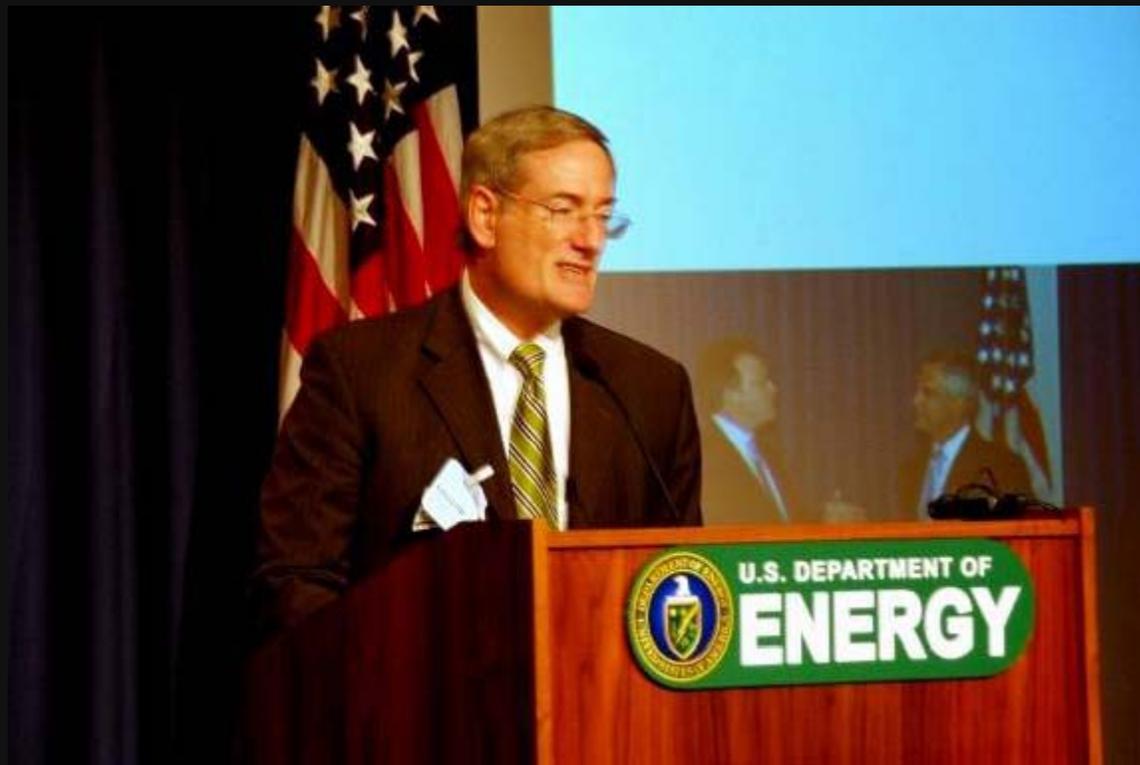


“We’ve found these Visiting Speaker events to be great opportunities for open dialogue.

It’s rather amazing especially in the Federal government, how little cross-fertilization there is among executive agencies. Many of the agencies are doing the same things and we’re not even talking to one another.....Yet, our nation is at a crossroads, a very serious point in time when we have other nations that are looking to do harm to us. For us to think eight years after 9/11 that there isn’t danger out there would be naïve. Right now our nation can’t afford any missteps....or the old way of doing business”

Glenn Podonsky, Chief Health, Safety and Security Officer

HSS Visiting Speaker Program – October 30, 2008. Washington DC



“ASTRA comprises over 120 companies, academic institutions, and professional and trade organizations. Our mission focuses on the need to maintain adequate funding for key physical, engineering, mathematical and computational science agencies ...many of the things that are going on right here at DOE.”

Robert S. Boege, Executive Director
ASTRA

HSS Visiting Speaker Program – October 30, 2008. Washington DC



“DOE is one of the most important agencies to the ASTRA movement. It funds so much of the primary, basic, and fundamental research through the national laboratories. This research is difficult if not absolutely impossible to be replicated by industry.”

Robert S. Boege, Executive Director
ASTRA

HSS Visiting Speaker Program – October 30, 2008. Washington DC



“America has tremendous research capabilities in the private sector, in our fine universities, and in our national laboratories. I think the answer to American competitiveness is finding out how to make those engage more effectively than they do today.

At Dow, sustainability is not a program that we tried to superimpose on top of our other activities. Rather, its roots are very deeply embedded in the Dow culture. “

Dr. Susan Butts, Senior Director of External Science and Technology Programs, The Dow Chemical Company

HSS Visiting Speaker Program – October 30, 2008. Washington DC



“Sustainability at Dow took early root with worker safety, progressed to our being concerned about responsible use of Dow products by our customers, then grew to include environmental protection. For us, sustainability has always been part of a logical progression...it is fundamental to our mission.”

Dr. Susan Butts, Senior Director of External Science and Technology Programs, The Dow Chemical Company

HSS Visiting Speaker Program – October 30, 2008. Washington DC



“Sustainability at Dow - Generation-1. Our first foray into saying we were specifically going to meet sustainability goals was in 1995. We set 10-year goals which were very much internally focused on worker safety, the environment around our plants, and release containment.

Despite initial concerns over potential costs, in the end we saved over \$5 Billion and 900 trillion BTUs with a \$1 Billion investment. This proves the point that sustainability is not a trade-off between profitability and worker safety and environmental protection. “

Dr. Susan Butts, Senior Director of External Science and Technology Programs, The Dow Chemical Company

HSS Visiting Speaker Program – October 30, 2008. Washington DC



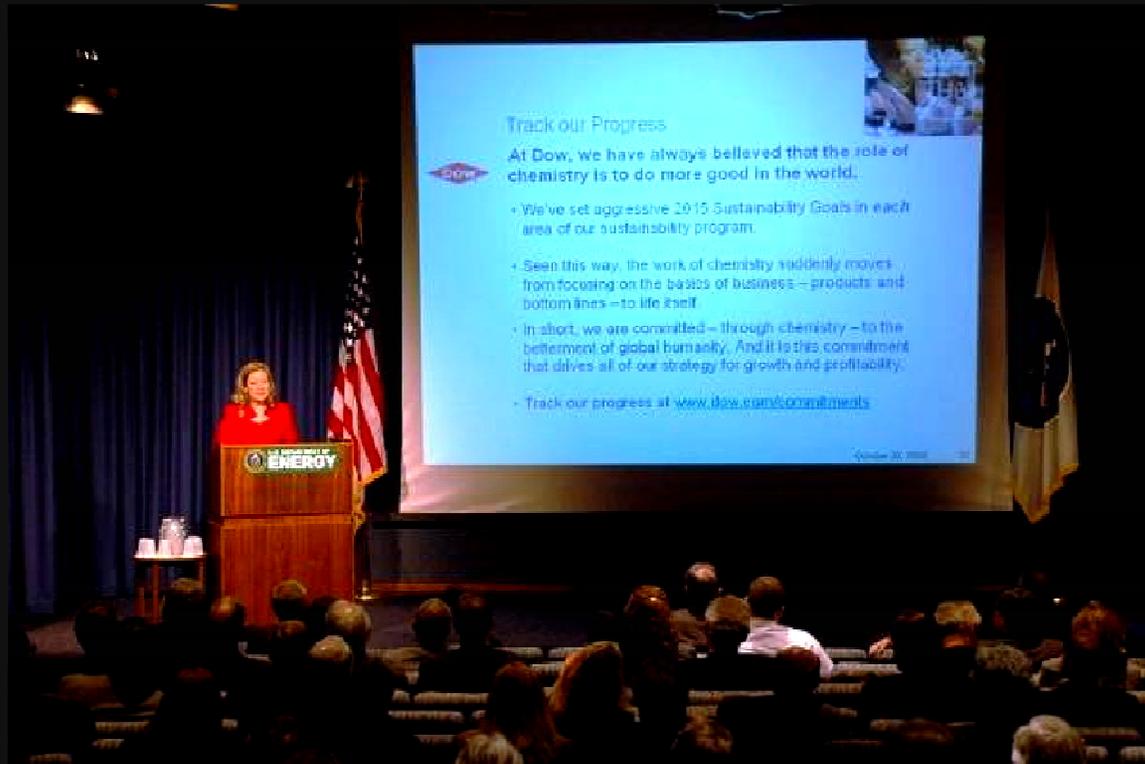
“Sustainability at Dow -Generation-2. For our current sustainability program and 2nd set of 10 year goals (2005-2015), there was a tremendous desire to look outward, to go beyond considering only what Dow was doing for itself to a consideration of how we were impacting the rest of the world.

Our Generation-2 sustainability program includes the following specific goals:

1. Sustainable Chemistry
2. Breakthroughs to World Challenges
3. Product Safety Leadership
4. Local Protection of Human Health and the Environment
5. Contributing to Success
6. Energy Efficiency and Conservation
7. Addressing Climate Change”

Dr. Susan Butts, Senior Director of External Science and Technology Programs, The Dow Chemical Company

HSS Visiting Speaker Program – October 30, 2008. Washington DC



“We have always believed that the role of chemistry is to do more good in the world. Seen this way, the work of chemistry suddenly moves from focusing on the basics of business – products and bottom lines – to life itself. In short, we are committed - through chemistry - to the betterment of global humanity. And it is this commitment that drives all of our strategy for growth and profitability.

Sustainable Chemistry - Notice that we call this our ‘cradle-to-cradle concept’ and not ‘cradle-to-grave’. If you think about reusing materials you don’t put them in the grave, you reuse them for something else after their original purpose.”

Dr. Susan Butts, Senior Director of External Science and Technology Programs, The Dow Chemical Company

HSS Visiting Speaker Program – October 30, 2008. Washington DC

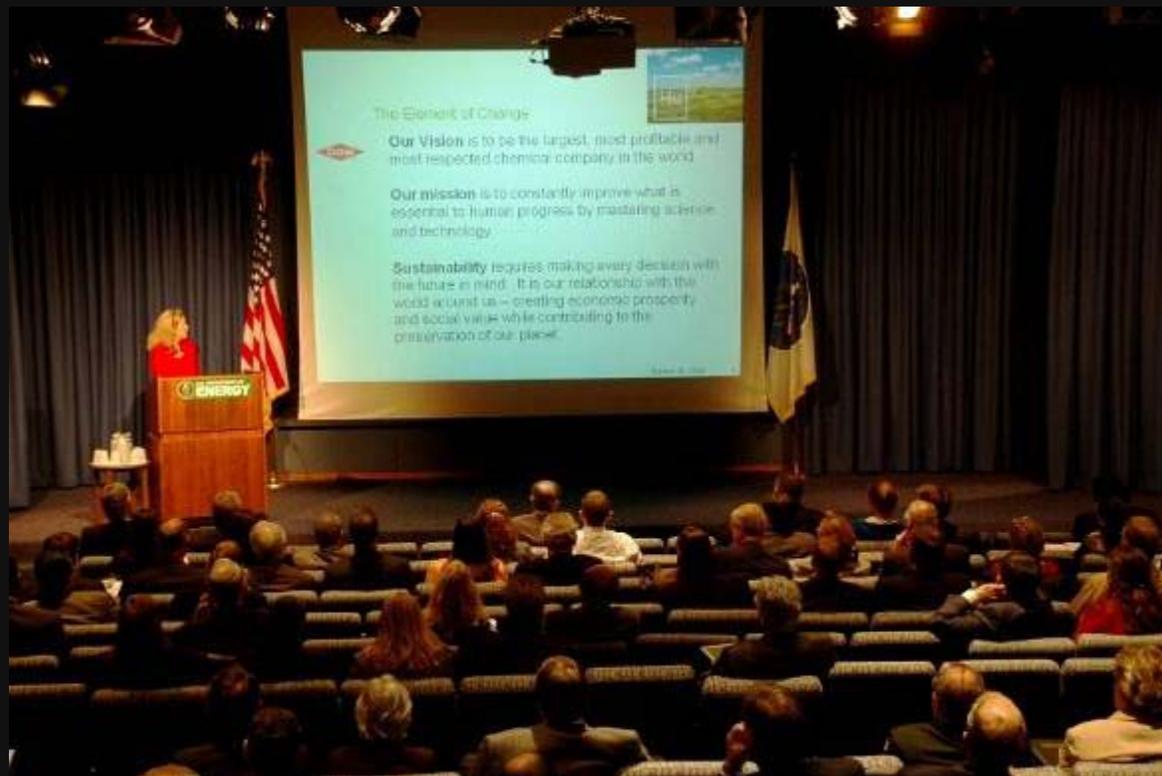


“Examples of Dow’s sustainability efforts include technologies or financial support to develop:

- Light weight, energy absorbing foam for lighter safer automobiles
- Polyols from soy-based materials
- Water supplies for the developing world
- MSDS written in plain English
- Post-9/11 chemical plant security
- Enhanced railroad tank car safety”

Dr. Susan Butts, Senior Director of External Science and Technology Programs, The Dow Chemical Company

HSS Visiting Speaker Program – October 30, 2008. Washington DC



“Probably the biggest skeptics when the ‘Human Element’ advertising campaign first came out were the Dow employees because a lot of them are engineers and scientists and they’re pretty hard-nosed. Our ‘Human Element’ campaign actually has a very soft side to it.

The ‘Human Element’ Campaign is about the recognition that the most important elements are not those on the periodic table but are the human elements. They are the source of success for Dow and for our nation.”

Dr. Susan Butts, Senior Director of External Science and Technology Programs, The Dow Chemical Company

HSS Visiting Speaker Program – October 30, 2008. Washington DC

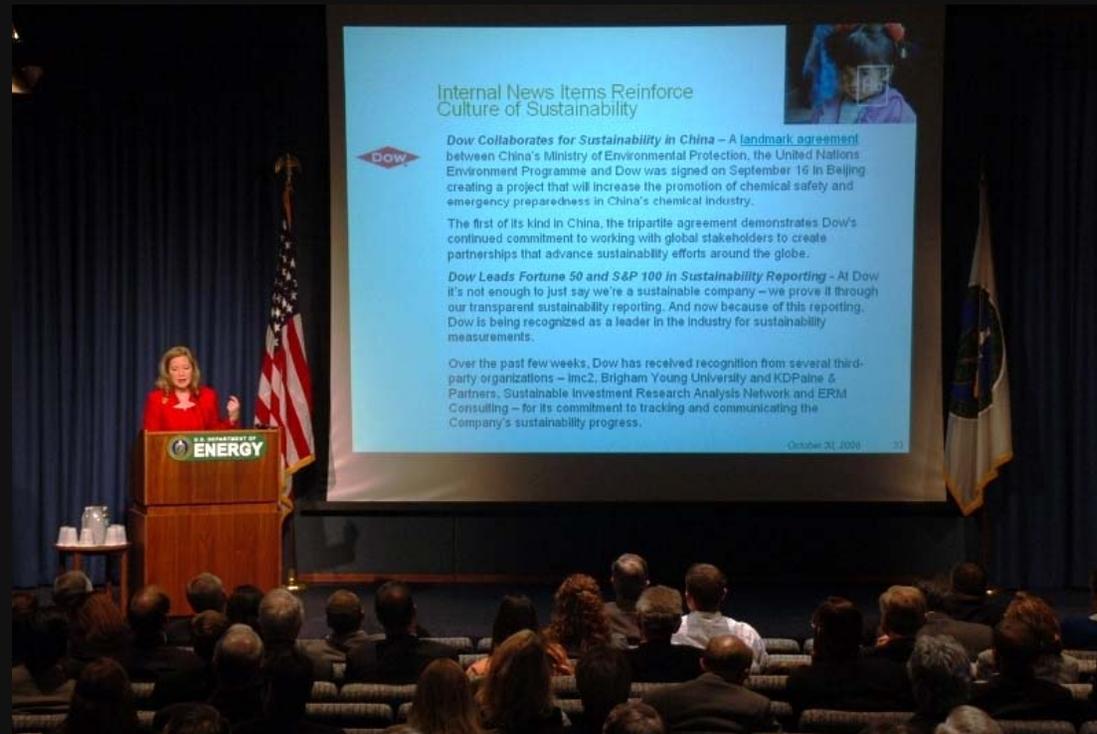


“The different R&D sectors (universities, national labs, and companies) play different roles and contribute differently. Universities are best suited for basic research; the national laboratories are in many ways the keepers of technologies that cannot exist anywhere else because of the cost of creating them; and companies excel in understanding the market opportunities and how to take an early stage technology, develop, test, and refine it for marketability. The national labs have specific missions woven into their research programs and in meeting their missions, technologies are developed that have potential for commercial applications.

To address the challenge of U.S. competitiveness, we must promote the purposeful connection between the universities, national labs, and industries so that they work together instead of independently and with an occasional hand-off between one and the other.”

Dr. Susan Butts, Senior Director of External Science and Technology Programs, The Dow Chemical Company

HSS Visiting Speaker Program – October 30, 2008. Washington DC



“We see a world of difference in a manufacturing company’s attitude and successfulness when comparing an environment where change is driven by regulation and is focused on compliance versus an environment where change is driven by a desire to succeed. If you’re trying to meet regulations, you’re trying to minimize the costs required to be in compliance. Whereas if you’re trying to maximize profitability/productivity and also achieve compliance, companies are much more motivated to invest and be more creative and not just stop at compliance.

Sustainability begins at home, but its destiny is to engage the problems of the world. We all build on our company’s rich legacy of leadership in solving the world’s most pressing problems.”

Dr. Susan Butts, Senior Director of External Science and Technology Programs, The Dow Chemical Company