



MAY 2011

IMPACT

A PUBLICATION OF THE DOW CHEMICAL COMPANY'S MICHIGAN OPERATIONS



Corporate Volunteer Managers

UNITED WAY EMPLOYEES TAKE ON
UNIQUE HYBRID ROLES...PAGE 5

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National Junior Disability Championships



Dow is pleased to help athletes with disabilities realize their dreams during the National Junior Disability Championships.

Saginaw Valley State University
July 16-23, 2011

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This is an exciting time for the Great Lakes Bay Region! Signs of growth are everywhere and the people of this region are coming together in new and innovative ways to make it the best it can be. I am immensely proud that Dow and Dow employees are part of the passion I see every day in our communities.

We have been busy in the community in 2011, and in the pages of this *Impact Magazine* you will meet some of the people behind our efforts. From our title sponsorship of the upcoming Junior Disability Championships for athletes with disabilities (*page 16*) to the unique United Way volunteer manager program (*cover story, page 5*) that already is being adopted by other companies, we are working hard to find and meet the needs of our region. And along the way we are doing it all with the collaboration of our great regional partners.

I hope you will take a few minutes to meet the people and learn about the programs that are changing the Great Lakes Bay Region. As always, we are grateful for your support and committed to continuing our work to enhance this community.

A handwritten signature in blue ink that reads "Earl Shipp".

Earl Shipp
Vice President
Michigan Operations

Corporate Volunteer Managers Take on Unique Hybrid Roles

Kali Grove, Melissa Eigner, and Elvis Machul began the New Year in new jobs – unique hybrid roles that are part-Dow and part-United Way.

Funded by a Dow community grant, the three new Corporate Volunteer Managers for Midland, Bay and Saginaw Counties have one foot in the corporate world and the other planted firmly in the community.

Individually, for their counties, and collaboratively for the region, each serves as a bridge connecting United Way's non-profit partner agencies with Dow employees.

The small staffs at non-profits do not always have the time, resources or support to plan projects, recruit, and get the best from their volunteers. Add that to the variety of volunteer needs and the busy-ness of Dow employees - and volunteering goes down.

As Corporate Volunteer Managers, Kali, Melissa and Elvis play matchmaker by identifying volunteer opportunities that align with Dow's Community Success priorities, the community's most critical needs, and employee volunteers who might be able to fill those needs.

They split their time between offices at Dow and their respective United Ways, working collaboratively to connect Dow volunteers with projects.

The emphasis is on short-term projects that fit employees' availability and allow them to "try on" different shapes and sizes of volunteer "hats." Some projects are small, requiring just a few hours and a few volunteers; others are wider-ranging, regional events, such as the 2011 National Junior Disability Championships to be hosted by Saginaw Valley State University, July 16-23. *(See related story, page 16.)*

Along with volunteer "matchmaking," the managers promote the personal and professional benefits of volunteering to Dow employees, measure and quantify employee hours of service, and create a comprehensive volunteer recognition program. Additionally, the programs they put into place are shared as "best practices" with other Dow sites around the world.

Elvis Machul, Melissa Eigner and Kali Grove are blazing a new trail as United Way Volunteer Managers in the Great Lakes Bay Region.



Meet the people

Kali. It takes a dynamic personality to be a successful Corporate Volunteer Manager – part matchmaker, part cheerleader, part teacher, salesperson and marketer. It helps to believe firmly in the cause: building better communities through volunteerism.

Kali Grove, Corporate Volunteer Manager for United Way of Midland County, got the volunteering “bug” in grade school when her family got involved with the American Cancer Society. Kali’s father is a cancer survivor. At Saginaw Valley State University, Kali served two terms as chairperson for the school’s Relay for Life event which attracted 500-1,000 participants and raised over \$125,000.

This busy Hale, Michigan native started her job in January, graduated from SVSU in May with three majors, is engaged to be married in August, and recently moved to Midland.

“This job allows me to be innovative,” says Kali. “I’m the liaison between Dow, United Way and community non-profits in Midland County. In collaboration with Elvis and Melissa, we have the opportunity to impact volunteerism all around the Great Lakes Bay Region.”

Kali says she sees “the good heart of Dow” every day – finding employees have a desire to help and to serve; but she also sees some hurdles to overcome.

“Many employees are very busy and while they’d like to volunteer, they don’t have time to figure it out themselves – the where, when or what,” she says. “Others have time to search for the opportunities themselves,” she says. “It’s our job to do this work for them and simplify the process.”

Kali Grove got the volunteer “bug” in grade school.



Elvis. Elvis Machul loves a challenge. The Corporate Volunteer Manager for United Way of Saginaw County brings sales, advertising and marketing experience to the job and says: “If you could design a perfect job for me, this is it.”

The Saginaw native was influenced at a young age by his mother’s high level of motivation, her integrity, and strong sense of community. A 2010 graduate of Northwood University, Elvis has logged a lot of volunteer hours himself, in service to organizations like the Great Lakes Bay Hispanic Leadership Institute, the YMCA, United Way, American Cancer Society, and American Red Cross, to name a few. Elvis also brings management and promotional experience to the role.

In addition to his job with Dow and United Way, Elvis is also busy with family (two children, ages 6 and 11), church, business leadership groups - and he’s pursuing a master’s degree in business management at Northwood’s DeVos Graduate School of Management.

He’s been impressed in his first months on the job by the people he’s worked with at Dow. “This initiative has solid, top-down support from Dow – the kind of support vital to our success,” says Elvis. “Dow employees across the board have been so giving of their time and expertise – they’re always willing to go out of their way to help.”

Elvis feels he has the biggest challenge, with some of the area’s greatest needs in Saginaw County. But this former college basketball player says, “When it’s game time, I look forward to having the biggest challenge of all. With over 800 full-time Dow employees now working in the county, I believe we can have a major impact in this community.”

Elvis Machul views his volunteer manager role as the perfect job.



Melissa. Essexville native Melissa Eigner is used to the mix of skills demanded in her new role. The Michigan State University graduate worked as a marketing and promotions coordinator for Downtown Bay City before becoming the United Way of Bay County Corporate Volunteer Manager early this year. She is a member of the Leadership Bay County class of 2011.

While the job is new, Melissa's experience with volunteerism began in her early teens as a student aid for the Essexville-Hampton Public School's Summer School Program and continued in high school as a member of numerous volunteer organizations like Students United and SADD (Students Against Destructive Decisions).

"My favorite volunteer memory is a 'Battle of the Bands' fundraiser for our SADD chapter," Melissa says. "We put that event together from the ground up, and I'll never forget the feeling I got when everything came together. Now, as a Corporate Volunteer Manager, I get that feeling of accomplishment, of doing good for others, every day."

"I'm excited about the opportunity to 'blaze a trail' with this new position," says Melissa. "Dow employees care so much about their communities. They're always willing to push up their sleeves and volunteer. It's going to be fun to capture that willingness and channel it into success for our communities."

The projects

Volunteer projects vary from renovating floors and walls at The Rock Youth Center in Midland, leading a mentoring activity night for kids enrolled in Big Brothers Big Sisters in the Heart of

Melissa Eigner loves using a mix of skills in her new role.



Michigan, or assisting with an education day to promote science education to more than 3,500 regional elementary school students.

Most projects are 2-4 hours in duration and allow employees to sign up with a friend or work group, satisfying a social need along with the volunteer activity. Longer-term projects, such as this summer's National Junior Disability Championships and a regional Habitat for Humanity project, offer varying work shifts that allow volunteers to get in up to their ankles, or on up to their elbows.

At the foundation

To lay a new foundation to grow Dow employee volunteerism, the company recently launched DowGives. This comprehensive program utilizes the time, talent and resources of the company and its employees to address the important social, economic and environmental needs of the region.

What's more, Dow's internal web site for VolunteerMatch helps employees to view and sign up for individual, group and company-wide volunteer initiatives. In the site's first full year of operation, it is already teeming with employees interested in getting involved.

"Our volunteer managers will bring synergy to our efforts to serve the entire GLBR," says Ann Fillmore, Executive Director of United Way of Midland County. "They know their communities, they know their United Way and its partner agencies, and they understand Dow – it's a perfect blend for action."

Taking the Lead and Personalizing It

Inspired by Dow's innovative approach to boosting volunteerability through the corporate volunteer manager position, another leading area employer is considering a similar kind of hybrid resource.

Although MidMichigan Health is a non-profit organization, the health care system and its employees do a lot to benefit other community non-profits. Leaders find that community volunteerism fits well with their talent management strategies and satisfaction goals.

"Dow is leading the way on this," says Lynn Bruchhof, Vce President, People Resources, MidMichigan Health. "And we'd like to follow their lead by designing a similar sort of shared resource to boost our employee involvement in the community."

Michael Rogers, MidMichigan Health Talent Management Specialist will lead the project, with initial focus on finding ways to better recognize employees for their volunteer work and undertaking larger scale community projects as an organization.

MidMichigan Health covers a 12-county region. The health care system has more than 6,000 employees, physicians and volunteers and provided more than \$84 million in community benefits in 2010.

"Our employees gain more than personal satisfaction from volunteerism," Bruchhof says. "Many volunteer opportunities also enable them to develop leadership skills that benefit both their careers and the community."

Humanitarian Efforts Know No Borders

DOW LENDS DELTA COLLEGE A HAND TO DELIVER DIALYSIS MACHINES TO KENYA

Access to health care, medical professionals and the myriad equipment necessary to tend to our medical needs is something we often take for granted as part of North American life. Now, imagine a world where it is not typical, a world where equipment and supplies are in short supply. That's the reality for many third world and developing countries.

So, how do we extend a helping hand to those in need? Look no further than the recent outreach efforts of a group from Delta College in Michigan who have made it their mission to send some much-needed supplies to hospitals in Kenya, Africa.

Kimende women and children at the clinic in Kenya.



For Dr. Jean Goodnow, president of Delta College, outreach is a vital part of the humanitarian equation and she is proud of the efforts of her students and thankful for the expertise of Dow people who learned of the need and stepped in to lend a helping hand.

“I have often reflected on how fortunate we are to be living in a country that is rich in people, resources and opportunities. So, when I learned of a pressing need in Kenya for dialysis machines, I knew we had to do something,” she says. “The challenge was how to get the equipment from here to Africa.”



Engaged and Dedicated

Knowing Dow is well versed in the complexities of global shipping, Goodnow contacted Earl Shipp, vice president of Dow's Michigan Operations, to get advice.

According to Earl, "When Jean approached me I knew exactly how we could help. I called Chuck Thomas, our Site Logistics Operations Director and asked him if he and his team could help Dr. Goodnow make the donation happen."

For Chuck, the project has gained wide-spread interest within the plant as well as the local community, but more notably it has illustrated the dedication of Dow employees.

"The folks in our shipping department understand how complex a marine shipment can be and they jumped right in to help – from customs and documents for shipping equipment between countries to ensuring the appropriate packing and crating of materials," he says.

Chuck and a group from Dow's Leveraged Shipping facility – Greg Wallace, Gary Maxwell, Jason St. John, as well as employees from Menlo Logistics jumped into action. Since late October 2010, they have been overseeing a variety of tasks to ensure the shipment was ready for the March voyage.

According to Greg, when the team received the freight container, they realized there was room for Delta to expand the range of items it was sending.

"Over the winter months more items have been amassed and the container now holds 20 dialysis machines – some refurbished and some that will be used for parts – a variety of durable medical equipment, 40 boxes of medical textbooks, 51 pairs of crutches, 60 walkers, 10 wheelchairs, and 11 canes," he says. "It's a pretty fantastic assortment and there's tremendous satisfaction knowing we are helping to make a difference by helping Delta."

Crated and ready for shipment, the sealed container left Dow's 794 Warehouse and was taken by truck to Detroit, then on to New York where it was crane-loaded to sail on a ship for South Africa, en route to its destination of Mombasa. The cargo delivered in early May, where it was met by Dr. George Ngatiri, Director of the Kenyan Ministry of Public Health and Sanitation, on behalf of Delta's sister institution, Tracom College.

Right: Two giraffe rubbing necks against backdrop of a flamingo-lined lake, Naivasha, Kenya.

Below: The dialysis machines awaiting shipment.



CAP Creates Connections to Community

What began 20 years ago as an outreach effort to increase communities' understanding and acceptance of the chemical industry has become so much more, according to the community members in the Great Lakes Bay Region who volunteer their time to serve on Dow's Community Advisory Panel (CAP).

Dow's Great Lakes Bay Region CAP meets monthly from September through May to discuss issues of importance to the region and Dow. Through two-way communication, the CAP helps Dow understand community concerns, provides feedback on Dow activities and decisions, and serves as a sounding board for questions related to manufacturing operations and issues.

Changes through the Years



Marty McGuire of Dow Gardens in Midland, a CAP member since 1995, says he has seen two significant changes in the group.

"When I started, the CAP was very much a City of Midland CAP. As the environment in which Dow operates has changed, so too has the CAP – we now have members representing the entire Great Lakes Bay Region. In addition to this regionalization, meetings which used to see

primarily CAP members learning from Dow are now spent sharing how Dow affects and can impact the community – and Dow is learning about the region in the process."

Full Engagement



As a recent addition to the CAP, Brenda Rowley of Rowley's Wholesale in Bay City, has seen examples of Panel input used by Dow to move forward.

"The meetings are engaging and break-out sessions generate a lot of feedback from members on issues that are important to this community," she says. "We may all get to the same level of success working on our own, but we can get there more efficiently by working together."



In his sixth year as a CAP member, Bob Beythan of Spence Brothers Construction in Saginaw enjoys hearing about how things work in a global company. "It's so interesting to learn about the factors like feedstocks and energy pricing that determine where new manufacturing plants are located," he says. "Dow shares information so we can understand the issues – but they listen, too, and use what

they hear to dispel rumors, correct misinformation, and help determine how to move forward."

New Perspectives



CAP Facilitator Maureen Donker has also been involved since 1995.

"I have gained a whole new perspective through my work with the CAP," she says. "We used to focus primarily on environmental impact, but our conversations have evolved to include economics as well."

She says the evolution of Dow's involvement in the communities in which it operates has built a level of trust that wasn't always there 20 years ago. "The discussions we have at meetings are very eye-opening – for the community representatives AND for Dow," she says. Members appreciate the insight into Dow's decision-making and take that back to their own circles. There, they gather feedback and bring it back to meetings – and the cycle continues..."

Brenda agrees: "My CAP experience has personalized the company for me. I consider myself a part of the Dow team – and I'm treated that way."

\$20,000 FOR 20 YEARS

Dow's Community Advisory Panel, called the Great Lakes Bay Region CAP, has been a sounding board, a trusted advisor, a listening ear and an avenue for candid, two-way communication for more two decades.

In honor of the 20th Anniversary, each of the 20 CAP members was asked to choose a group to receive a \$1,000 contribution from Dow.

"With this donation, Dow wanted to honor the service of our CAP members, and reconfirm our commitment to our Great Lakes Bay Region," says Earl Shipp, vice president, Dow Michigan Operations. "Ultimately, the dialogue has provided a voice for the community and Dow, and made the Great Lakes Bay Region better and stronger."

CAP Member Bob Beythan of Saginaw selected Girls on the Run of Saginaw County in Carrollton to receive the donation in his name. He became interested in the organization after hearing about it from an employee at Spence Brothers Construction in Saginaw. The organization helps girls develop and maintain self-esteem and personal health.

CAP Member Brenda Rowley of Bay City was thinking about which organization in her community should receive the donation in her name, when she heard a voice from her past on the radio, describing a school project at Arthur Hill

High School in Saginaw. The DIPLOMATS Reflection Garden intended to make science, technology, engineering and math exciting for students through a community garden, complete with eco-friendly features like solar energy and water recapture.

"The donation from Dow was a wonderful and unexpected gesture," says Brenda. "When I heard about the school project, I instantly knew that was what I would support with the CAP funds."

It was also a quick decision for Marty McGuire, who joined the CAP in 1995 as a City of Midland representative but stayed on after retiring and becoming managing director of Dow Gardens in Midland. Marty and his wife have named a college scholarship through the Midland Area Community Foundation, for a student who has participated for at least three years in high school softball and demonstrated leadership.

"Softball has played an important role in our lives," says Marty. "My wife played for a long time, and I have served as an administrator for the sport at the local and national levels."

The organizations listed below received \$1,000 of the \$20,000 CAP member donation.

CAP 20th Anniversary Recipient Donations

BackPack Buddies in coordination with the Food Bank of Eastern Michigan

Bay Area Women's Center through the Bay Area Community Foundation

Bay-Arenac Community High School

Brent L. Romain Endowed Scholarship Fund through the Midland Area Community Foundation

Camp Iknowme, through Family and Children's Services of Midland

Community Construct Program of Big Brothers Big Sisters in Mid-Michigan

DIPLOMATS Reflection Garden at Arthur Hill High School

First Ward Community Center, Saginaw

Freeland Little League

Girls on the Run of Saginaw County through Underground Railroad

Humane Society of Midland County

Marty and Jan McGuire Endowed Scholarship through the Midland Area Community Foundation

Midland Blooms Program of the Midland Area Chamber of Commerce

Nate and Mary Ida Doan Santa House

Open Door Shelter and Soup Kitchen

PRIDE (Positive Results in Downtown Environment) in Saginaw Inc.

Reading Recovery Program at Beaverton Primary School

Saginaw Bay Symphony Orchestra

ShelterHouse of Midland and Gladwin Counties

United Way of Midland County

Better Together!

Arts, Entertainment and Economic Growth

The Great Lakes Bay Regional Alliance (GLBRA) is an unprecedented collaboration of Midland, Bay and Saginaw counties. The express purpose? To build stronger, more vibrant communities. The goal? To attract investors, business and industry, skilled workers and visitors. How? That's the question a group of leaders attempted to answer when they formed the 18-member Arts & Entertainment (A&E) Alliance.

The Overlap of Arts & Entertainment

The vision of the A&E Alliance is to foster an exciting and viable arts and entertainment community that will attract and retain an outstanding work force, and of course enhance economic growth. According to Larry Preston, chairman of the Alliance, the work boils down to ensuring that regional arts organizations provide better entertainment that the public wants to see.

The stage of the Temple Theatre in Saginaw.

"To achieve our vision we must help our regional arts and entertainment organizations become financially sustainable, efficient, and with increased ability to attract patrons," he says.

A Focused Approach

The Alliance formed three sub-committees to do the job. The first is referred to as the Funders Shared Vision. This group establishes financial and governance best practices for arts organizations and develop a regional approach to funding that effectively utilizes regional resources.

According to Bo Miller, president, The Dow Chemical Company Foundation and A&E board member, one area of focus is optimizing "back office" operations.

"We're working on some progressive and far-reaching changes that will result in shared services. For example, we want to



“There’s so much going on in this area that you could do something new every night and continually be exposed to many good and diverse arts and entertainment events.”
–Larry Preston, chairman of the Arts & Entertainment Alliance

create a core group whose purpose will be to provide services to nonprofits through backroom operations – things like accounting, auditing, and Information Technology. This means that instead of many people doing the same thing, we’ll have one group that develops expertise and provides regional services, and ultimately drives down costs.”

The second is the Marketing sub-committee, whose objective is to create a unified image for the region’s A&E community by establishing an event scheduling protocol as well as an on-line event calendar.

Larry sees this as a critical piece of work. “By operating a regional marketing plan we can hold events that will draw larger crowds and showcase some of the significant venues that we have to offer. In the past, each city operated exclusively, but through collaboration, we can assess and leverage our best resources to fit a particular performance, festival or exhibition.

“A great example is our first regional event, the Michigan Jazz Festival in June,” Larry says. “The plan is to host one day in Midland, Bay City and Saginaw, each featuring a different style of Jazz from Blues to Gospel to more traditional music. It’s an exciting prospect and we have established a calendar called Everything Great Lakes Bay to start off this regional marketing approach.”

Finally, there is the Joint Ventures sub-committee which was formed to address issues and opportunities common to regional A&E organizations. The committee also will work to build capacity through collaboration; foster relationships among arts and entertainment organization personnel; inventory regional assets and venues, and finally, to assess audiences and the type of entertainment different demographic groups want to access.

Mike Hayes, president of Midland Center for the Arts, believes that a regional approach will help stem the flow of audiences to other cities.

“We are losing opportunities when members of our own communities seek entertainment in locations like Toronto, Chicago and Detroit,” he says. “We have a tremendous mix of cultural events in our backyard and we need to understand why dollars are moving away from this region.”

The sub-committee will collect data to examine where dollars are spent, the type of performances attended, and the related age demographics. “Then we’ll have a thumbnail sketch that we can use to plan for the future and recast our regional cultural offering,” he says.

A significant undertaking for the A&E Alliance? Most definitely! However, in the words of Mary Lou Benecke, of Dow Corning Corporation, there is strength in a regional approach.

“Regionalism is not ‘sameness.’ It is leveraging the assets we have,” she says. And, for the Great Lakes Bay Region, drawing on the combined strengths of three communities will undoubtedly spell success in the form of arts, culture and economic growth.



Above, top: Bay City’s State Theatre.

Above, bottom: Rehearsal at Midland Center for the Arts.

IYC 2011: Celebrating the Power of Chemistry

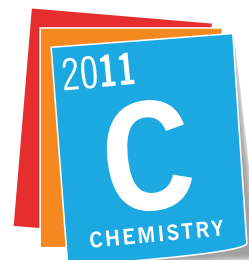
2011 is the year to celebrate the power of chemistry in our lives. Officially dubbed the International Year of Chemistry, this year will bring a worldwide celebration of the achievements of chemistry and its contributions to a better future. Under the unifying theme “Chemistry – our life, our future,” IYC 2011 is offering a range of interactive, entertaining, and educational activities for all ages.

Dow was the first company to become a global partner in IYC and it joined other partners –the United Nations Educational, Scientific, and Cultural Organization (UNESCO), the International Union for Pure and Applied Chemistry (IUPAC), and the chemical societies, academies, and institutions worldwide, to foster education about the role chemistry plays in creating solutions to meet human needs.

Michigan Operations, like the rest of Dow, is sharing this celebration with its employees, customers and community throughout 2011.

In fact, students and teachers from Jefferson Middle School in Midland were featured in a film about IYC’s global experiment on water, which was played at its opening ceremonies in Paris in January.

Video clips of students from around the world performing water experiments were highlighted in the opening film titled “Water,



International Year of CHEMISTRY 2011

A Chemical Solution.” Jefferson School students were filmed as they pulled water samples from the Tittabawassee River near downtown Midland and tested samples for base and acidity levels. The experiments allow students to examine the role chemistry plays in the quality of water, its purification and its supply worldwide.

Midland chemists also participated in “Women Sharing a Chemical Moment in Time” - a global handshake held in early February when women in chemistry gathered by phone, video link and other communication vehicles to discuss women in chemistry around the world.

Dow chemists joined from most of Dow’s locations worldwide. In addition to networking, the aim was to celebrate the pivotal role of Marie Curie in chemistry (2011 is the 100th anniversary of Marie Curie winning the first Nobel Prize in Chemistry), and to reflect on the current landscape for women chemists.

Michigan Operations is sharing IYC messages throughout the year in the Great Lakes Bay Region by incorporating IYC into all the normal activities sponsored by Dow.

Watch for more references about IYC in the community as Dow works with its partners around the world to increase public appreciation of chemistry in meeting world needs, encourage interest in chemistry among young people, generate enthusiasm for the creative future of chemistry and, in honor of Madame Curie, to celebrate the role of women in chemistry.



Just in Time Training Meets Global Need

Pat Graves is the Director of Business Partnerships at Delta College, and she's known as the Fast Start Lady. When employers identify a need, Delta is there to meet it – through this unique 16-week program designed to deliver “just in time” training.

Fast Start began in-house at Dow with a course for chemical process technologists. The curriculum was donated by Dow to Delta College, which has since developed a second program in solar manufacturing – entirely based on demand from employers.

With Fast Start, companies like Dow can act quickly to train employees – in just 16 weeks in most cases – to ensure their workforce has the skills and training to meet today's global challenges.

While Fast Start helps employers, it also helps build community capacity, Pat says.

“Companies in the area have stated their focus for the next 25 years will be on alternative energy,” she says. “We can quickly train workers for those jobs of the future.”

It's a win-win: most participants have good skills learned in the automotive industry, military or other manufacturing sectors and have already demonstrated strong learning ability. They range in age from late 20s to late 50s, so they provide employers with

a good mix of youth, energy and experience, which is essential especially during a plant's start-up.

Dow chose Delta College as the recipient of this novel program, not only because its proximity offered a candidate pool that wanted to stay in the region, but because it already had an academic program to support the Fast Start development.

“Approximately half of the people working at our Michigan Operations are technicians who run our plants 24/7,” says Dow's Jennifer Hayes, who develops technical learning systems. “We looked at our demographics that show an aging workforce, and also had an eye to future growth and wanted to find a better way to build our talent pipeline for technical jobs to meet our needs – with people in our local community.”

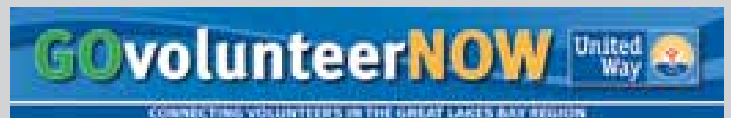
Other local employers were looking for similar skill sets, specifically in chemical process technology. Since its inception, Fast Start has added programs in advanced battery manufacturing and solar technology.

“This has been a tremendous relationship with Dow, from designing the programs together, to providing feedback for future improvements,” Pat says.

For more information, interested students may go to the Delta College web site at www.delta.edu.

A PERFECT MATCH

There are literally thousands of volunteer opportunities in the Great Lakes Bay Region. Not sure which one is right for you? The regional VolunteerMatch web site may have a suggestion for you. This unique web site lists volunteer needs from hundreds of organizations in the region. All you do is sign up and start browsing! It's really that easy. Go to www.govolunteernow.org to get started.



A Basic Element of Life



Consider this critical equation for the Human Element: You + 1 pint of your donated blood + a few minutes of your time = up to 3 lives saved.

You can give a gift that is so much bigger than the sum of its parts.

“Without people giving blood, I most likely would not be here today,” says accident victim Maggie, who survived thanks to the gift of donated blood from Michigan Blood. “I am unable to put how grateful I am into words. Thank you to all who give blood. You have the ability to save a life – isn't that the most important and meaningful gift you could give?”

There's always a need. Donate today at a Michigan Blood donation site. For complete information on donation days and times: www.miblood.org.

Starting at the Finish Line

National Junior Disability Championships Coming to Region

For many, the finish line marks the end of an accomplishment. But for young athletes competing in the National Junior Disability Championships, “crossing the finish line” can be the start of so much more in their lives. More activities. More friends. More confidence and success. More fun!

In July more than 300 athletes with disabilities and their families will visit Saginaw Valley State University (SVSU) to compete at the National Junior Disability Championships (NJDC). This is the first time the event will be in Michigan, at the heart of the Great Lakes Bay Region.

“I’ve gained self-esteem and independence through competitions like NJDC,” says Kelsie Kellen, 16, an internationally ranked athlete and national record-holder who competes in track and swimming. “I like to win. But I love to help the little kids who are just starting to compete. They inspire me as they begin to see just what they can do.”

About the Championships

Started in 1984, NJDC provides an opportunity for athletes aged 7-22 from around the United States to compete for medals in

Olympic-style athletic events. All of the athletes have qualified at regional events and represent the best in their sports. And all of the athletes have significant physical or visual disabilities.

This is their championship, where these exceptional athletes can excel and showcase their talents and sportsmanship in archery, swimming, table tennis, track and field, and weightlifting.

“NJDC has been held in metropolitan areas like Chicago,” says Jeff Coupie, director, Michigan Sports Unlimited, Inc. “Hosting the event is a real honor as NJDC puts SVSU and the Great Lakes Bay Region on par with these other thriving host cities.”

NJDC Target: SVSU in 2011

It’s not just the luck of the draw that SVSU became host of the 2011 games. In fact, the regional Thunder in the Valley games first brought the Great Lakes Bay Region to the attention of NJDC organizers.

“What Michigan Sports Unlimited and its team of dedicated people have created with Thunder in the Valley in just four short years is phenomenal,” says Kelli Kellen, former director of Operations, Wheelchair and Ambulatory Sports USA, and



Kelsie's mother. "It has become a fantastic regional event with national standing. We knew it was a great venue and great team for NJDC."

SVSU offers a considerable advantage, especially for athletes with disabilities, that no other host venue has ever had: one-stop competition.

"If they need or choose, athletes can sleep, eat, play, and compete without leaving the SVSU campus. That's a big plus for some of our athletes," Jeff says. "Of course, there will be many opportunities to go off-campus, as well. Parents and siblings who aren't competing will find lots to do beyond the NJDC and SVSU."

The Great Lakes Bay Region Wins

Athletes will travel from all across the country to compete at NJDC. They don't come alone; they bring their families. So for every one athlete arriving for the games, there may be several more people eager to experience the beauty and fun of the Great Lakes Bay Region for the first time.

Hosting NJDC definitely gives an economic boost to the region. Yet, the communities will gain even more than the welcome income it brings.

Communities Win

"As local corporations, volunteers, and spectators, we can encourage and support kids who are reaching for their goals," says Dow's Jeff Martin. "These are young athletes with dreams and potential – some may even become future paralympians. They can realize their dreams with our help."

Host communities also win as NJDC brings awareness and appreciation for the vital segment of our population that has disabilities.

"After hosting NJDC, communities are eager to stay involved," says Kelli Kellen. "Preconceived notions of what defines a person with disabilities are shattered forever as people see the extraordinary talents and drive these kids have."

You Are Invited!

"I encourage everyone to come to NJDC. Admission is free and there are eight days of games to choose from. It is truly a life changing experience ... for those who compete and for those who cheer us on," Kelsie Kellen says. "You will see exciting, edge-of-your seat competition. And you will see kids being kids and having the time of their lives!"

Dow's Jeff Martin agreed. "You can bet we'll have as many Dow employee volunteers there as possible to support this fantastic event, and we hope everyone in the Region will come out to watch the games!"

Upcoming Competitions Sanctioned by Wheelchair and Ambulatory Sports USA

Thunder in the Valley

Saginaw Valley State University
June 2-5, 2011

National Junior Disability Championships

Saginaw Valley State University
July 16-23, 2011

Join the NJDC Sponsors

The Dow Chemical Company (*presenting sponsor*)

Michigan Sports Unlimited, Inc.

Athletes with Disabilities Hall of Fame

Bay County Recreation

Bridgeport Charter Township

Charles J. Strostaker Foundation

Great Lakes Bay Region

Michigan Orthopedic Services

Oakland Orthopedics

St. Mary's of Michigan

St. Mary's of Michigan, Field Neurosciences
Institute

Saginaw Township

SVSU

Wright & Filippis

Yeo Family Foundation



To volunteer or to make monetary or in-kind donations, contact: www.njdc.com or Michigan Sports Unlimited, Inc. at 989-771-5530.

IN BUSINESS

Great Lakes Business Leadership Network

Diversity is key to enhancing and building success in a competitive business environment. Companies want to hire talented employees, while also making positive commitments to their communities. In both cases, including people with disabilities – as employees and customers – is an important strategy for success. This is especially true since one-in-five adults have disabilities (2000 U.S. Census), and 11-percent of emerging college graduates identify themselves as having a disability.

The Great Lakes Business Leadership Network (BLN) was created to help support local companies and organizations as they strive to include people with disabilities in all aspects of their enterprises. As a business-led organization, Great Lakes BLN members work together and collaborate in order to achieve success through increased diversity.

“Right now, 20 percent of our population has disabilities, both visible and hidden. That number is only going to grow as our population ages,” says Sara Grivetti, executive director, Disability Network of Mid-Michigan. “The Great Lakes BLN helps businesses learn how to better access that diverse group through full inclusion of people with disabilities, as customers, employees, suppliers, and community members.”



Employees with disabilities have...

- Talent, motivation, and enthusiasm
- Lower attrition rates
- Greater productivity
- Improved morale

Customers with disabilities are...

- 20 percent of population and growing
- In control of an estimated \$175 billion in discretionary income
- Extremely loyal to businesses that meet their needs
- Connected to many other potential customers
- Talking to their friends and family about inclusive businesses

Current Great Lakes BLN Members

Bay Regional Medical Center

Best Buy

Bierlein Companies, Inc.

Chemical Bank

Covenant HealthCare

Delta College

Dow Corning/Hemlock Semiconductor

Great Hall Banquet & Convention Center

Great Lakes Bay Regional Alliance

Great Lakes Loons

H Hotel

Medical Data Solutions, LLC

Midland Community Tennis Center

Morley Companies, Inc.

MCI Insurance

Physical Therapy & Rehab Specialists

Spence Brothers

Tata Consultancy Services

The Dow Chemical Company - Lead Employer

Three Rivers Corporation

Valley ENT Associates, P.C.

Wolverine Bank

ZENTX Media Group, Inc.

Learning and Sharing Best Practices

Bringing together businesses throughout Bay, Midland, Saginaw, Arenac, Clare, Gladwin, Gratiot, and Isabella Counties, the Great Lakes BLN gives them a safe, informative, and interactive environment in which to share best practices for inclusion.

Common interests or challenges chosen by members become topics for BLN meetings where they are answered knowledgeably by groups involved in the Great Lakes BLN.

“When it comes to diversity, not every business has the resources and experience that big corporations have. But they all have the desire to be inclusive,” says Rob Vallentine, public affairs leader, The Dow Chemical Company, a BLN lead employer. “The Great Lakes BLN is an equalizer. Members can pool their knowledge and share what works while having access to professionals. Businesses of every size benefit. It’s an extremely valuable and cost-effective resource.”

Getting Down to Business

Hiring skilled people with disabilities contributes to the diversity of an organization. And that has been shown to strengthen business through increased innovation and bottom-line results. In addition, employees with disabilities often offer excellent persistence and problem-solving skills that they’ve developed to overcome barriers in their lives. Finally, attracting customers who have disabilities makes good business sense since their purchasing power – which increased 26 percent from 1995-2007 – is growing every year.

Much is gained for our businesses and our communities when people with disabilities are viewed as people first.

“Our goal is for each member to leave a Great Lakes BLN meeting with some aspect of their business strategy shaped by what they are learning together,” says Kathy McCreedy, DiverseAbility LLC, who was involved in the launch of the Great Lakes BLN. “Then we all succeed.”

For more information about the Great Lakes Business Leadership Network, upcoming meetings, and how to become a member, go to www.greatlakesbln.org.

The Vein of Community Involvement Runs Deep

A community exists when people work together for a common purpose, and nowhere is this more obvious than in the Great Lakes Bay Region, where the combined efforts of Dow men and women have contributed to its local charities, youth groups, and a multitude of other worthwhile causes. For them, volunteering is second nature – part of the culture in Dow that occurs without expectation of recognition.

But, in February 2011, their efforts were acknowledged when Dow was presented with the Saginaw Chamber of Commerce Corporate Community Service Award. Earl Shipp, vice president, Michigan Operations, accepted the award on behalf of Dow in Saginaw during the Chamber’s “Chairman’s Ball.” It is Dow’s first such award from the Saginaw Chamber, which makes it even more significant.

According to Bob Van Deventer, president and CEO of the Saginaw Chamber, it was fitting that Dow be recognized because

of the work its employees have done for the community, year upon year:

“Dow was selected for many reasons – involvement in community programs and services, volunteering time on boards, helping at food banks, and collaborating with regional organizations to further economic development and enhance local arts and culture programs. The volunteer time and expertise that the people of Dow have invested in Saginaw has truly helped to propel this community forward.”

For Shipp, the recognition was a wonderful opportunity to acknowledge the vein of community involvement that runs through Dow: “This award is a tribute to the commitment of our employees who give so much of their time to positively affect the quality of life here. We were humbled to be recognized and we fully intend to continue our efforts in Saginaw and the region.”

SHOWCASING THE PEOPLE AND PRODUCTS OF DOW'S MICHIGAN OPERATIONS

ION EXCHANGE

Acting as a "chemical sponge," DOWEX™ ion exchange resins are used to purify water, generate power, and process foods, chemicals and pharmaceuticals.

Ion Exchange

It may be small but it packs a powerful purifying punch! DOWEX™ ion exchange resins are a secret weapon for removing impurities from water and other liquids. Ion exchange product teams manage cation and anion exchange - two distinct processes with differing applications.



ENVIRONMENTAL OPERATIONS

Environmental Operations (EVO) provides safe, effective and environmentally-friendly integrated incineration, wastewater treatment, and landfill services to a variety of customers, both on-site and beyond.



Environmental Operations

The ability to balance regulatory, customer and community needs requires extreme diligence and dedication by the Environmental Operations Team. This group of about 60 people, coupled with their state-of-art treatment processes, are an asset and growth-enabler for our site and company.

DOW AGROSCIENCES

COBALT® ADVANCED is a water-based, lower odor formulation that helps protect crops such as soybeans, corn, cotton and wheat from damage by a broad variety of insect pests.



COBALT® ADVANCED

To meet changing product demands, employees at 934 Bldg. have risen to the challenge of producing specialty insecticides for sales around the world at this COBALT® ADVANCED insecticide manufacturing plant. COBALT® ADVANCED contains two of the most used and most effective insecticide ingredients available in the world.



METHOCEL™

METHOCEL™ cellulose ethers have unique binding, stabilizing, thickening and super-gelling capabilities, which are used in building materials, personal care products, pharmaceuticals and even food products.



METHOCEL™

Not many products have celebrated more than 70 birthdays but this one has. METHOCEL™ cellulose ethers are made in 1131 Bldg. Large rolls of heavy-duty, pine pulp-derived paper are the starting point for this unique product, which has the distinction of being as effective in foods as it is in hand creams.

HELPING OTHERS AND **Feeling Great**

It doesn't get any better than getting great exercise while meeting new people and raising money for a good cause. Or does it?

What if you could have your pledges matched, help find a cure and help people coping with the disease with their daily needs now?

That's just what a team of Dow employees has done through the MS150 Bike and Walk. The MS 150 is a 150-mile recreational bike ride that raises much needed funds for Multiple sclerosis (MS). MS is a progressive, neurological disease which can leave people completely debilitated, or living with uncertainty about the disease's effects. This year's bike race is June 10 and 11, while the walk was held April 30.

Ed Rightor, who launched the community MS150 event team in 1998, says this team has had up to 150 members over the years, and has raised more than \$1.3 million for MS research.

What's unique about the funds raised by the Dow team is that a portion is matched by the R.M. Gerstacker Foundation, and provides seed money for the Direct Assistance Program to support transportation costs to and from treatment, household expenses such as heating bills, and skills development. This funding has been particularly helpful during the recent economic downturn. For the last several years, the Dow team has been the top fundraising team.

"It's not a race," says Rightor. "You don't need to be Lance Armstrong to participate." All members of the community are welcome to join the team – as participants, volunteers, or sponsors. "Everyone is welcome," says Ed, "whether you are a Dow employee, family member, or just want to help out."

More information about the bike event is available at www.tricityms150.com or contact the Michigan Chapter of the National MS Society in Southfield at <http://www.nationalmssociety.org/chapters/mig>.

Dow team bikers are enjoying the ride.



**THIS IS OUR
COMMUNITY**

**THESE ARE OUR
NEIGHBORS**

**THEIR FUTURE IS IN
OUR HANDS**

**THIS IS OUR
PROMISE
TO MAKE**

**THIS IS OUR
PROMISE
TO KEEP!**

GIVE. ADVOCATE. VOLUNTEER.

LIVE UNITED 

www.liveunitedmidland.org

DOW IS A PROUD SUPPORTER OF UNITED WAY



Ten
ways you
can offer
Hope



BROWN BAG IT.



WEAR THE SHIRT!



LEAVE YOUR MARK.



**COLLECT CHANGE
FOR CHANGE.**



SET IT IN STONE!



RAKE A DIFFERENCE.



FEED THE NEED.



PUT IT IN LIGHTS!



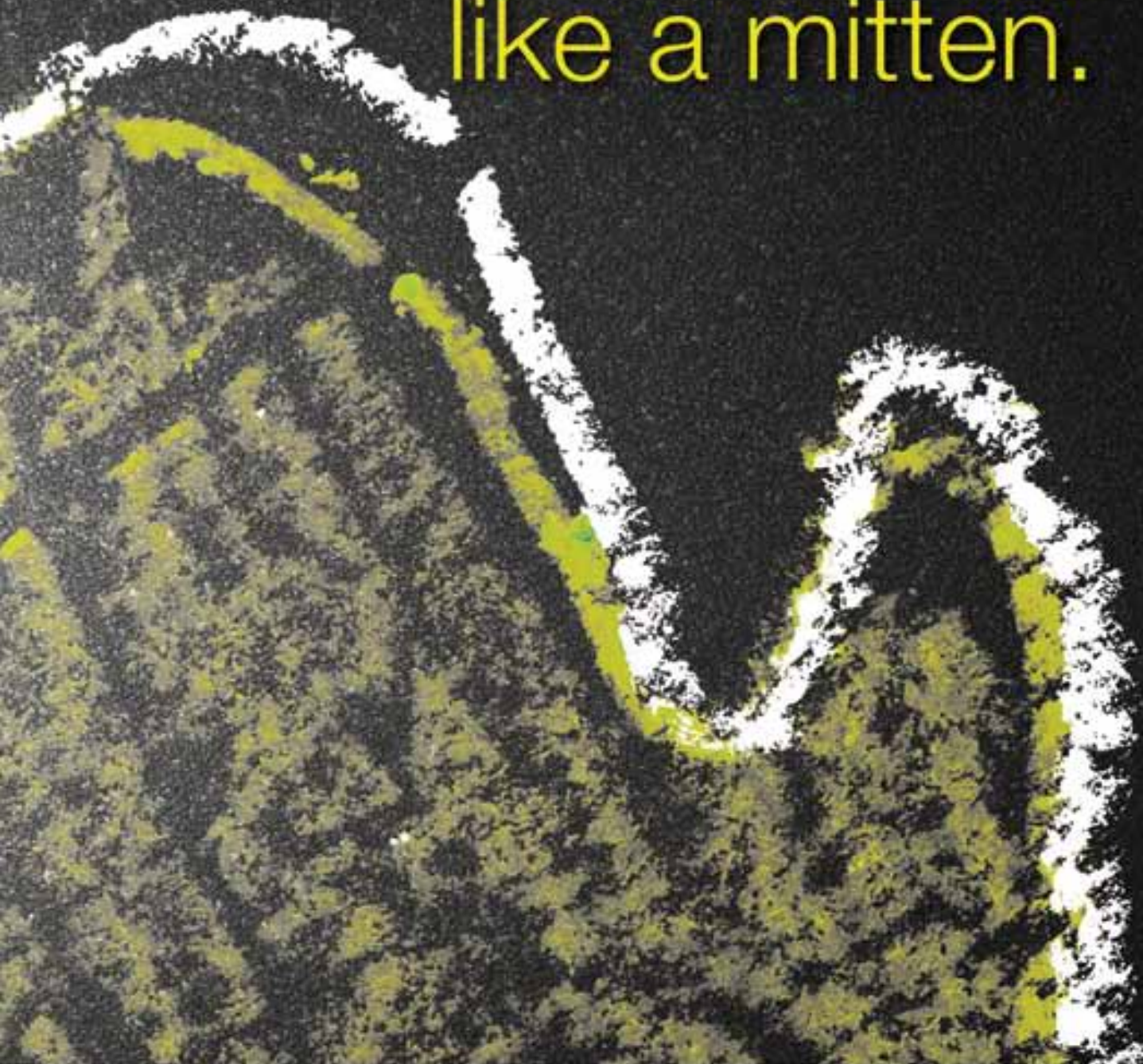
TATTOO IT!



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investments since 2005,**

**we fit Michigan
like a mitten.**



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