



# ICIS Interactive 2016

**14-17 November 2016**

**45TH NACD ANNUAL MEETING,**

**DISTRIBUTORS  
DRIVEN BY PRIDE  
AND PASSION**



National Association  
of Chemical Distributors

Chemical Stewardship



The employees at Brainerd would like to say Thank You to Mat Brainerd for his dedication and leadership in his role as NACD Chairman. As our leader at Brainerd, we know he truly cares about his employees and the chemical industry. All of us at Brainerd Chemical remain committed to Responsible Distribution and safety above all else. Thanks again Mat, we are honored to be a part of the Brainerd family.

- Brainerd Employees



**"Congratulations to the NACD on its 25th Anniversary of Responsible Distribution. Together, we will shine for the NEXT 25 years, keeping our traditions strong....with Courage, Attitude, Responsibility and Excellence. Never forget who you are and what you represent."**

**-Mat Brainerd**



# NACD 2016

## INTRODUCTION



## NEWS

NACD's success story

Mentoring makes sense

Challenging times

Responsible Distribution

Pride and Passion

Infographic

Being a better leader

Photo gallery



# NACD MAKES ITS MARK

The 45th Annual Meeting provided the perfect opportunity to reflect on the association's successes

Mat Brainerd marked the end of his tenure as NACD chairman by emphasizing the association's dedication to raising the bar on stewardship, leadership and collaboration within the chemical distribution industry.

"To me, there is no association more important, more effective or more genuine about helping our companies achieve success, than NACD. I believe no other group exists to match chemical stewardship and industry leadership. We wouldn't be here today without NACD's commitment to excellence."

Brainerd noted that NACD members provided jobs for nearly 27,000 employees in 1,900 facilities this past year, driving 175m miles and safely delivering chemicals to customers every 6.5 seconds.

The association has continued its advocacy efforts, successfully standing up to regulators, he said.

Now in its 25th year, its Responsible Distribution program also provides a solid framework to keep members' employees and communities safer, added Brainerd.

# UP TO THE CHALLENGE

Regulatory overreach has been – and will continue to be – NACD’s priority, says president Eric Byer

Delivering the president’s report, Eric Byer referred to the “exciting and unique challenges” of the past year, celebrating NACD’s achievements for its legislative and regulatory initiatives.

In addition to a successful Washington Fly In event, NACD has continued to grow its congressional site visit program to help develop relationships with members of the House and Senate.

He added that NACD had championed new TSCA legislation – to upgrade the regulation of chemicals for the first time in 40 years, and addressed Surface

Transportation Board reform. It had rallied against OSHA’s expansion of the process safety management standard that would have extended applicability to more NACD members, and worked on passing legislation to prevent unauthorized drone surveillance of chemical facilities.

It also stopped the Department of Transportation from prohibiting the co-mingling of shipments of chemicals, as well as challenging EPA’s proposal to increase the Risk Management Program mandates.



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- Ammonium Sulfate (NSF/ANSI 60)
- Aqua Ammonia
- Calcium Nitrate
- Diammonium Phosphate
- Dipotassium Phosphate (FCC, OU)

- KGR (Potassium/Sodium Glucoheptonate)
- Monoammonium Phosphate
- Monopotassium Phosphate
- Phosphoric Acid (Technical, NSF/ANSI 60)
- Potassium Acetate
- Potassium Bicarbonate

- Potassium Carbonate (NSF/ANSI 60)
  - Dry or Liquid
- Potassium Carbonate/Potassium Hydroxide Blends
- Potassium Formate
- Urea Liquors (to 50%)

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# RAISING THE BAR

This year's theme, Pride and Passion, encapsulates NACD and its Responsible Distribution program

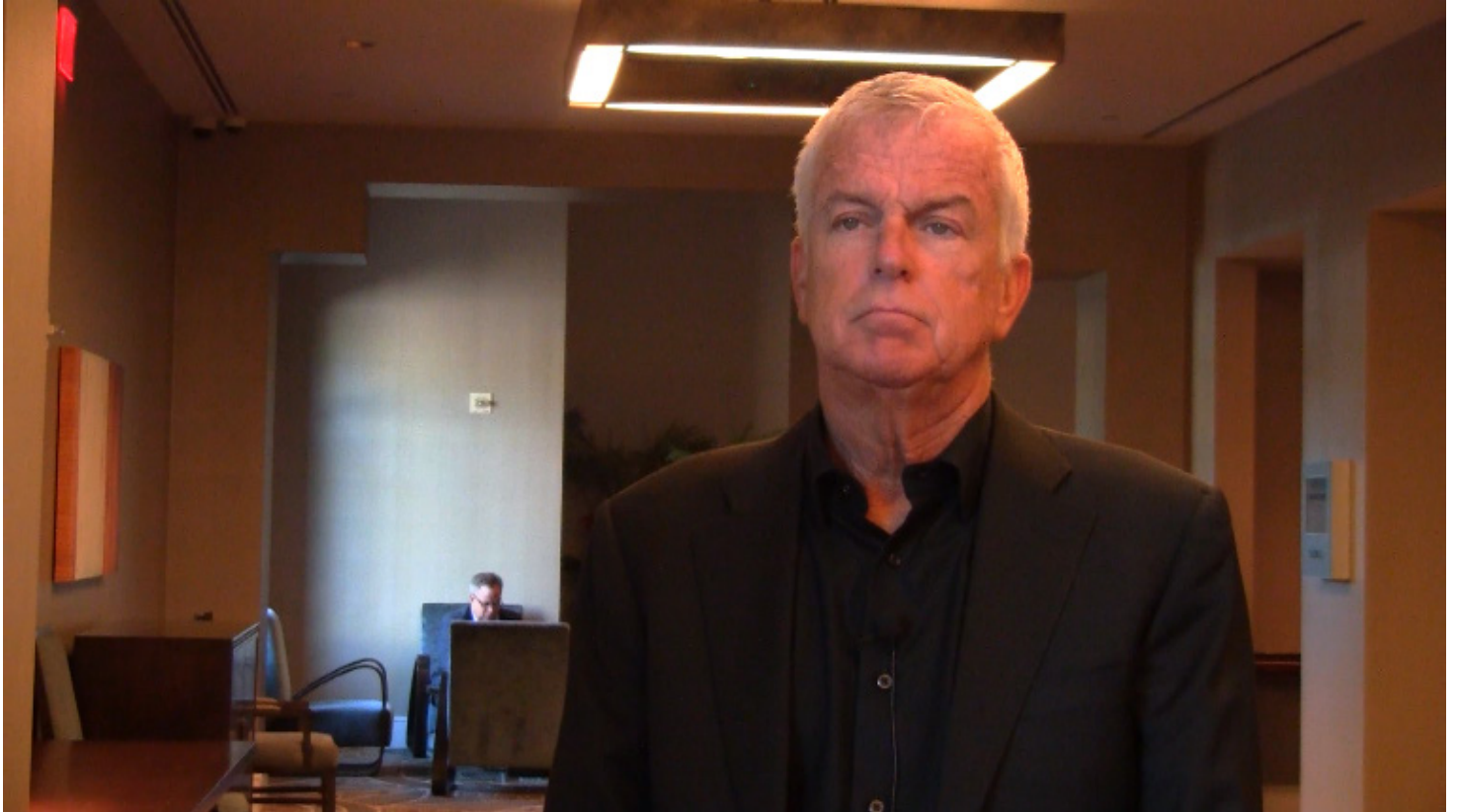
NACD Annual Meeting chairman Doug Brown welcomed the 660 attendees to this year's event by stressing the high levels of performance and myriad achievements of the association and its members. Pride and Passion was the theme of the meeting and provided the backdrop for a packed program of speakers, seminars and networking.

"We must proudly tell people around us about the excellence of Responsible Distribution, our zeal for continuous improvement, our best in class performance, and our leadership in our

industry and our communities," he said.

Brown pointed specifically to the many successes of the association's Responsible Distribution program.

"After Bhopal in 1984, we needed to do something dramatic to ensure the survival of our industry," said Brown. "We had to come up with a solution that would make the situation better for our membership, while at the same time positively changing the perception of our industry to those outside. We're now celebrating the 25th anniversary of Responsible Distribution."



# LEADING BY EXAMPLE

Courage is a key attribute of any successful leader, says Annual Meeting speaker Mike Staver

The three pitfalls for leaders, said author and coach Mike Staver at this year's Annual Meeting, is the need to be right, the need to be in control and to be all things to all people. Instead, he said, a strong leader has the courage to stick firmly to what they believe in and to manage their teams effectively.

Staver's keynote speech provided insight into the ever-changing demands of leadership in today's tough business environment. "One of the great marks of a courageous leader is having certainty," he said. "The most important steps you

can take as a leader are accepting your circumstances, creating a culture of responsibility instead of blame, and showing that you're committed to action and forward momentum.

"The greatest challenge of being a courageous leader is bridging the gap between what you intend to do and what you actually do, between what you intend your people to accomplish and what they actually accomplish."

Accepting and confronting any difficulties along the way paves the way to success, he said.



# A LEARNING PROCESS

Introducing a mentoring program to your business could help save money, boost profit and retain staff

Consultant Laura Varner took the opportunity at this year's event to stress how distributors could benefit by incorporating a mentoring program into their business plans.

Supporting staff and encouraging their development through these initiatives is a proven method of enhancing performance, improving job satisfaction and ultimately, boosting your bottom line, she said.

Studies have shown that mentoring can provide significant returns, both for the company and its employees –

and all for a fairly minimal investment. Time and careful planning is all that is required, she noted.

Arguably, one of the biggest positives is the retention of staff. Both mentors and mentees are far more likely to stay at a company if they participate in a mentoring program, said Varner – with both parties feeling more integral to the business.

“The cost of an employee replacement today is somewhere between 10-50% of their annual salary so it definitely affects your bottom line,” she said.

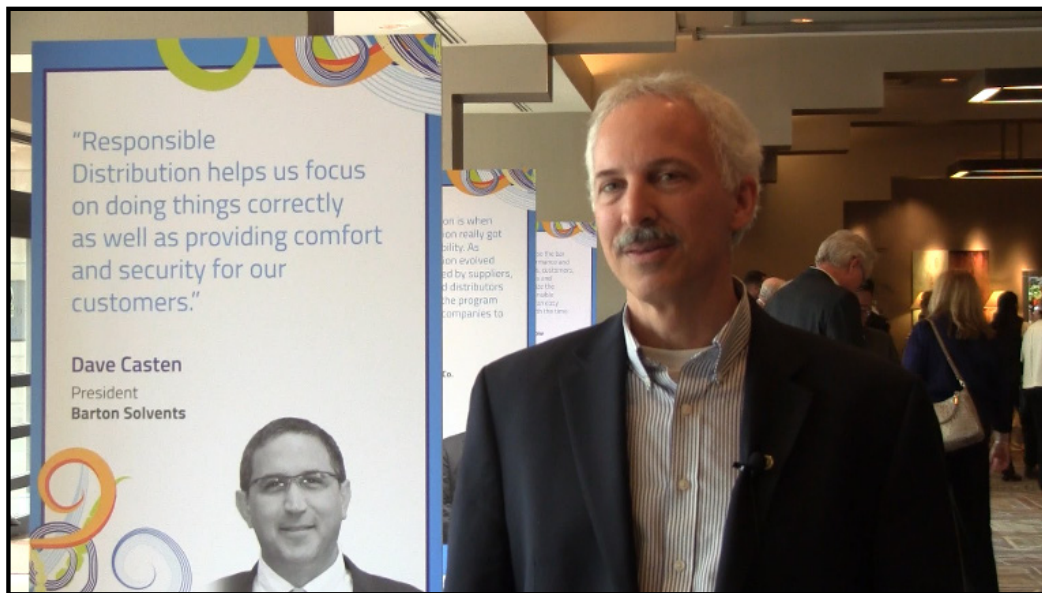


### ◀ Celebrating 25 years

NACD's Responsible Distribution® has set a high benchmark and promotes best practice and continuous improvement among its member companies and the wider industry

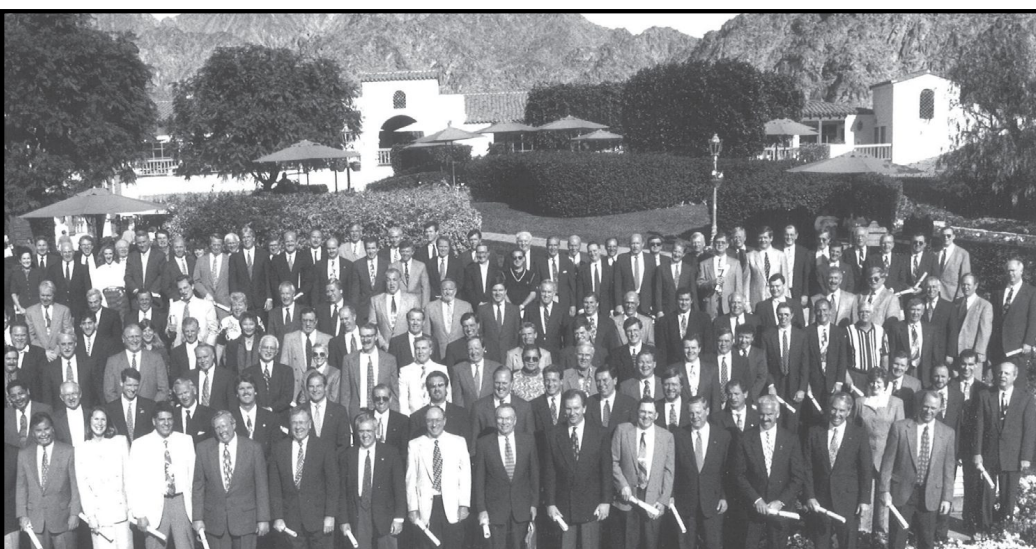
### ▶ Leading the way forward

Mike Lang looks at the evolution of the program since its launch in 1991, and explains why it has become such an important initiative over the past 25 years



### ◀ Get with the program

The third-party verified environmental, health, safety and security program has grown from strength to strength since the first verified class of 1996





## ◀ Highlights remembered

With the 6th cycle of Responsible Distribution soon to get underway, NACD's Eric Byer, Mat Brainerd and Doug Brown discussed some of its defining moments

## ▶ Marked for excellence

Andes Chemical's Fernando Espinosa Jr., (left) and Julie Peterson received this year's Responsible Distribution Excellence Award



## ◀ Improving performance

Kurt Hettinga, president of Superior Oil Company, Inc. and long-term member of NACD, spoke of the many benefits of the program



## Celebrating 25 years of improving safety and performance



### 300 ON-SITE VERIFICATIONS

- 2015 | Responsible Distribution training available on NACD U
- 2015 | Indiana legislation acknowledges Responsible Distribution
- 2014 | Standalone security code addressing physical and cybersecurity threats added and approved
- 2014 | 15% site sampling for on-site verifications introduced

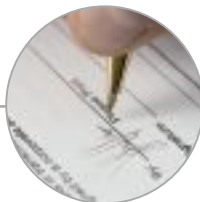
FIFTH CYCLE: 2014-2016



### 238 ON-SITE VERIFICATIONS

- 2009 | NACD member companies' safety record is twice as good as all manufacturing combined for the first time
- 2009 | MOU signed with American Chemistry Council
- 2006 | First Responsible Distribution Excellence Award presented

THIRD CYCLE: 2007-2009



### 202 ON-SITE VERIFICATIONS

- 1998 | Third-party on-site verification adopted
- 1995 | First class graduates
- 1994 | Third-party document verification adopted
- 1991 | NACD membership adopts Responsible Distribution

EARLY YEARS/FIRST CYCLE 1991-2001



### 247 ON-SITE VERIFICATIONS

- 2010 | MOU signed with Associquim and RDC
- 2010 | New logo introduced

FOURTH CYCLE: 2010-2012



### 215 ON-SITE VERIFICATIONS

- 2005 | Membership and Safety Questionnaire established as requirement of membership
- 2002 | First chemical industry association to include security in management system

SECOND CYCLE: 2003-2005

499 WORKSHOP PARTICIPANTS

442 WORKSHOP PARTICIPANTS

2,460 WORKSHOP PARTICIPANTS



**Annual Meeting chairman Doug Brown opened the event and celebrated 25 years of Responsible Distribution**



**Attendance was up on last year, with around 660 heading to the 45th Annual Meeting in Phoenix, Arizona**



NACD was joined by many exhibitors in the Business Marketplace who were keen to showcase their many products and services



Stuart Varney of Fox News provided some insight into the economic outlook for the US and the challenges the country faces



**Deloitte Consulting's Bob Danna hosted a workshop about effective leadership and management**



**The varied business sessions, speeches and workshops provided valuable insight into the key issues affecting the industry**



Mat Brainerd, chairman and owner of Brainerd Chemical Company, Inc. (left) picked up NACD's 2016 Distributor of the Year award



The closing luncheon drew the crowds as former speaker of the US House of Representatives, Newt Gingrich, took to the stage



Gingrich shared his views on the recent presidential election and welcomed questions from the packed auditorium



NACD marked the end of the event with an evening of glamour at its Great Gatsby-themed dinner

A large, warm-toned photograph of a young child with short brown hair, seen in profile, drinking water from a modern chrome faucet. The child's hands are cupped around the spout. The background is a colorful mosaic wall. The bottom left of the image features a white geometric pattern of overlapping triangles.

# It starts with great chemistry



Univar is more than a distribution company – we're a leading, global partner dedicated to improving the quality of life through the products, expertise, and relationships that serve the world's most essential industries. With broad market reach, deep technical knowledge, and strong, long-term relationships with producers and customers, we're strategically positioned to deliver the tailored and total solutions you need to grow your business. Univar is Chemistry Delivered<sup>SM</sup>.

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