



A RESPONSIBLE CARE FIREBRAND PASSES THE TORCH TO A NEW GENERATION:

Interview by
Michael Bourque

Michael Bourque speaks with Terry Litchfield

CCPA, THROUGH CATALYST magazine, is paying tribute to you for your valuable contribution to Responsible Care over many years. Let's go right back to the beginning. Tell us what first sparked your interest in the Responsible Care ethic. What motivated you to be one of the pioneers and to stick with Responsible Care for so long?

ing firefighters so that when they arrived at your facility, they knew where products were stored, what to do, what not to do and how they could work with our own people on-site, plus what to do if you had any railcars in and around the plant. Most importantly was the public dialogue that was encouraged with everyone from mayors and council to fire

My background is that in my spare time, I was a public speaker. I was working with the Vancouver Board of Trade as a public speaking instructor for its Speak Easy Seminars initiative. CCPA felt this was a good mix – here's a guy from the industry who can stand up and help promote Responsible Care. I was also a member of CCPA's Logistics Committee and helped draft the Transportation and Distribution Codes of Practice.

Within my company I managed a regulatory compliance program called SALT (Safe and Legal Transportation), which trained company employees, contractors, customers, carriers and community first responders in hazmat regulations and emergency response procedures.

How receptive to the message of Responsible Care were the transportation companies when you first approached them back in the day?

TL: Originally they were not enthusiastic about Responsible Care, but they were very supportive of TransCAER – a stand-alone initiative at the time and not part of Responsible Care per se.

Looking back, what do you consider your most significant achievement in moving Responsible Care forward?

TL: I would say when I chaired the Logistics Committee for CCPA, I was able to influence a lot of things in that part of the business. We lobbied government for better and more consistent transportation regulations. Also, every three years, CCPA teamed up with the American Chemistry Council and the Mexican National Association of the Chemical Industry (ANIQ/Asociacion Nacional de la Industria Quimicais) and held conferences promoting numerous logistics issues and Responsible Care. I would say my

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I would say my most significant influence or contribution to Responsible Care overall was helping to expand and guide the ethic throughout the value chain. We were talking about a holistic approach to the handling of materials, from the point where they moved into our plants to the point where they were delivered to our customers.

Terry Litchfield (TL): I learned about the Responsible Care ethic through the CAER (Community Awareness and Emergency Response) initiative. In 1983, the CEO of our company, which at that time was called Hooker Chemicals, a division of Canadian Occidental, heard through industry magazines in the United States about an initiative that the Chemical Manufacturers Association started the year before called CAER. It encouraged working with fire departments, training and explaining the plant processes, and ensuring there was public dialogue in communities where you had fixed facilities. That year I represented our company at a conference on CAER in Washington, D.C. I came back excited about the premise of train-

chiefs and the general public to make the chemical facility a less "scary" place. We signed up as the third Canadian organization to implement the CAER initiative. CCPA later adopted the CAER initiative in Canada, and I became the CAER coordinator for our company.

Can you provide us with a few anecdotes about your inspired leadership in Responsible Care?

TL: In 1986, CCPA held a conference to discuss this new initiative that its CEOs had decided on in principle. They came to the existing committees to see who they could get onside to support the roll-out of the Responsible Care initiative.

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Terry Litchfield with his granddaughter Ava

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most significant influence or contribution to Responsible Care overall was helping to expand and guide the ethic throughout the value chain. We were talking about a holistic approach to the handling of materials, from the point where they moved into our plants to the point where they were delivered to our customers. I would say that was my greatest personal influence and the biggest goal for Responsible Care – helping to expand it into the value chain. We needed to include the trucking, rail and marine modes in the ethic.

You were a Responsible Care fire-brand for all those subsequent years. After retiring from Nexen (now Canexus Chemicals Canada Inc.) three years ago, you signed on as the Responsible Care coordinator for Northwest Tank Lines. What is your greatest satisfaction in dealing with the trucking firm?

TL: Northwest Tank Lines is a medium-sized firm with limited resources. It's difficult to be in the bulk trucking business handling hazardous materials exclusively and make enough money to stay alive. Those types of trucking firms are crashing all around us. And then there's Northwest President Tom Blaney (who's been a personal friend of mine for 25 years and a strong advocate of Responsible Care) asking me to be his Responsible Care director. So I took on the job as a kind of personal, end-of-career, part-time challenge, and now we are within two months of verification. I'm very satisfied with the work that Northwest's management and drivers have done over the past three years to embrace the ethic as part of their culture.

Is Northwest Tank Lines going to become the template for a new kind of trucking firm?

TL: I think what Northwest has the opportunity to do is take the revised and improved Transportation Partner Codes and Principles and show CCPA members that they are on the right track, hopefully encouraging other members of the supply chain to be part of the initiative.

I understand you'll soon be retiring for good. Have we really heard the last from Terry Litchfield?

TL: Well, I started that rumor! (laughs). I did say that this September, that would be it. I have tried to expand the initiative into the trucking sector, but there are just not that many chemical purchasing or transportation managers out there who see the value of RC partnership. One reason they don't is clearly because CCPA isn't doing what it needs to be doing to ensure that its partners in the supply chain understand how important it is to chemical producers that their suppliers, carriers, customers and con-

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tractors are clearly on board Responsible Care. And if the [chemical manufacturing members] had done that job efficiently many years ago, then my job – our job – of spreading the Transportation Responsible Care Partner initiative would have been a whole lot easier.

Even though lots of good work is going on to encourage more Responsible Care Partners to join CCPA, it just isn't happening out there in the field. Major trucking company owners and presidents tell me point-blank that they hear much more about the benefits of Responsible Care from U.S. chemical companies like Rohm and Haas than they do from CCPA member-companies. Very seldom are the words "Responsible Care" even mentioned to them by the Canadian chemical companies they regularly do business with.

I am at a point in my career and life that I want to spend my energy on other things, and so it's time to pass the torch to a new generation that has the energy and drive to finish what we started. I feel that I'll be leaving CCPA with a major challenge, and that is if it truly wants the Responsible Care ethic spread throughout the entire supply and value chain, it must get that message down to the shop floor, to the middle-management employees of the chemical companies.



Can you share with your many friends in our readership what you will be doing?

TL: I want to spend much more time with my girlfriend Laurie and with my three children and six grandchildren. Possibly, in between overseas vacations, I may still help out at the odd TransCAER event. TransCAER has always been a passion of mine, and I'll be showing up from time to time to do what I have always done – spread the word about the importance of safety to this great industry. 🍷

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The Responsible Care® Ethic & Principles for Sustainability

[endorsed by CCPA Board June 4, 2008]

We are committed to do the right thing, and be seen to do the right thing. We dedicate ourselves, our technology and our business practices to sustainability – the betterment of society, the environment and economy. The principles of Responsible Care are key to our business success, and compel us to:

- Work for the improvement of people's lives and the environment, while striving to do no harm;
- Be accountable and responsive to the public (especially our local communities), which has the

- right to understand the risks and benefits of what we do;
- Take preventative action to protect health and the environment;
- Innovate for safer products and processes that conserve resources and provide enhanced value;
- Engage with our business partners to ensure the stewardship and security of our products, services and raw materials throughout their life-cycles;

- Understand and meet expectations for social responsibility;
- Work with all stakeholders for public policy and standards that enhance sustainability, act to advance legal requirements and meet or exceed their letter and spirit; and
- Promote awareness of Responsible Care, and inspire others to commit to these principles.

