



WINTER 2014-2015

MIDLAND

A PUBLICATION OF THE DOW CHEMICAL COMPANY'S MICHIGAN OPERATIONS



Joining Hands for a Better Community

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As a company, our actions leave an imprint on the community. Some look at this as our *footprint*. At Dow, we like to think of it instead as our *handprint* because we have many hands at work in the community. Hands that help. Hands that care. Hands that change.

Every day, I see amazing examples of Dow employees positively shaping our company and our community. Above and beyond their tireless dedication to delivering on site goals, they enthusiastically share their time and talents to serve and strengthen this incredible community around us. In fact so far this year, Dow employees have invested more than 17,000+ hours in volunteer service in the Great Lakes Bay Region.

As you read through this issue of *Impact*, you'll get a glimpse of Dow's involvement in the region over the past few months, as well as the many ways we are leaving our handprints on the community, from serving as STEM Ambassadors in schools (page 6) to revitalizing neighborhoods with Habitat for Humanity (page 12) to ensuring communication through a community advisory panel (page 14). The back page offers a snapshot of our employee volunteer activities.

We are grateful to live and work in such a dynamic and generous community in the Great Lakes Bay Region, and look forward to continuing to walk hand-in-hand with all of you to create even more opportunities in the future.

Regards,

A handwritten signature in blue ink that reads "Rich Wells". The signature is stylized and fluid.

Rich Wells
Vice President and Site Director
Michigan Operations

Joining Hands for a Better Community

Mother Nature was the latest recipient of two recent DowGives community grants aimed at the beautification, restoration and conservation of Bay County green spaces.

Discovery Preserve Transformation

When it comes to Man versus Nature, Nature generally has the upper hand. Taming the untended wilderness can be a time consuming and costly proposition, taking months of planning, patience and hard work. Usually.

But what happened last June at the Discovery Preserve in Bay County (formerly Euclid Linear Park) wasn't the usual. Propelled by the creative vision of the Saginaw Basin Land Conservancy (SBLC) and a motivated group of Dow employees and residents, Discovery Preserve was transformed from a neglected park in desperate need of a cleanup to a natural outdoor landscape that better serves the community and ensures its sustainability for future generations. The project was focused on restoration more than beautification, with the ultimate goal of transforming it into a place for residents to engage with and learn about nature.

"We got rid of many invasive species, added new varieties of native plants, developed new signage and replaced the boardwalks," says Zachary Branigan, SBLC executive director. "The change is dramatic."

The amazing transformation was the result of a partnership between the DowGives community grants program and the SBLC. The SBLC, which manages the land and preserve through a lease agreement with Bay County, oversaw the renovation project. Dow and the organization have been long-time partners in sustainability for the region, so this project was a natural fit for the company's community grants program.

"The pace at which the area was transformed was amazing," says Garrett Pohl, treasury accounting manager with Dow and a SBLC Conservancy board member. Garrett had recommended the project to the DowGives program and is amazed with the outcome. "I didn't envision the staggering amount of work that we could get done in such a short period of time. The results were incredible."

Use of the preserve has increased dramatically since the improvements were made. The Conservancy held its first

Pattaranut Wongtanasirikul and Chitlada Nateetorn plant native grasses at the preserve.



Volunteers from the Finance Department, Zokpia Olumese, Anthony Warnemuende, Matt Rodgers and Riley Oberle reconstruct a boardwalk over a wetlands area at the preserve.

event in late summer and deemed it a grand success. More than 70 children attended the "Kids in Nature" series designed to get kids outdoors and learning about the environment.

"There's obvious demand for this kind of thing," says Zachary. "Dow appreciates the need to invest in quality of life resources and understands that conservation and economic development are not mutually exclusive, which makes them an ideal partner for initiatives like this."

Discovery Preserve is located at 1701 South Euclid Ave., Bay City.



These projects were sponsored by DowGives, a community outreach program that aligns the company's financial resources with opportunities for employee engagement. The program empowers local nonprofit organizations to implement projects that make a positive, sustainable impact on the community.



Everything's Coming Up ... Daffodils

Prepare yourself for a color explosion next spring when you head into Bay City. The city's typically gray spring landscape is getting a major facelift thanks to a grant from the DowGives community grant program and other local supporters.

The Bay Area Chamber of Commerce teamed up with more than 400 volunteer green thumbs in mid-October to plant 40,000 daffodil bulbs at the entrance corridors to the city off of I-75 and M-25. The bulbs are expected to bloom in the spring, with the cheery yellow flowers blazing a trail of yellow into the city.

"It was amazing to see the community support we received for this project," says Mike Seward, president of the Bay Area Chamber of Commerce. "It started with the DowGives grant, and then many other local companies and partners joined the effort so we were able to greatly expand the scope. What originally started out as a multi-year project was accomplished in just two days."

There was a great amount of collaboration in creating and managing the massive planting process, which ensured that all 40,000 bulbs would be planted in a systematic way, using the volunteer workforce most effectively. Deanna Ledesma, part of Dow's legal department, and also a member of the Bay Area Community Beautification Committee, led the charge, recruiting more than 400 people to help with the planting, the largest volunteer effort ever for a DowGives event.

"I feel very fortunate to work for an organization that allows me to marry my work interests with my personal passion for the environment," says Deanna. "This was an amazing way to give back to my community and also involve our legal department in the effort."



More than 400 volunteers join the Bay Area Community Beautification Committee in planting bulbs along highway entrance corridors.

"It is amazing to see the community support we received for this project. It started with the DowGives grant, and then many other local companies and partners joined the effort so we were able to greatly expand the scope. What originally started out as a multi-year project was accomplished in just two days."

– Mike Seward, President of the Bay Area Chamber of Commerce

Building Tomorrow's Workforce

Dow Deploying an Army of Science-Loving Employees to Schools

A Dow STEM Ambassador walks around the classroom as students dip brushes into labeled cups and paint on paper. The different liquids were created by dissolving salt, sugar and Epsom salt in water. As the solutions dry, crystal formations begin to appear on the papers. Students excitedly take notes about the changes they notice. The class talks about solids, liquids, gases – as well as careers in science.



This “Crystal Art” project is one of many science, technology, engineering and mathematics (STEM) experiments under development for K-12 students by Dow and its education partners.

In September and October, Dow unveiled its plans for the Dow STEM Ambassadors program in the Great Lakes Bay Region (GLBR). Other major North American Dow locations are also launching the program this year.

“Our STEM mission is to build the workforce of tomorrow,” says Jaime Curtis-Fisk, corporate program leader of Dow STEM Ambassadors. “Inspiring and motivating students to consider STEM careers helps us create a pipeline of talent for the future.”

To connect Dow STEM Ambassadors with GLBR schools, Dow Michigan Operations is collaborating with Saginaw Valley State University (SVSU) at the newly created Dow Science and Sustainability Education Center.

“Our Dow STEM Ambassadors are employees who will go out into the community and work with students, science curriculum coordinators, teachers and principals to ‘move the needle’ toward STEM careers.”

– Jaime Curtis-Fisk, Corporate Program Leader of Dow STEM Ambassadors

“SVSU will act as Dow’s STEM coordinator in the Great Lakes Bay Region,” says Jeff Martin, community relations leader for Dow Michigan Operations. “SVSU will identify opportunities that provide the greatest impact for our teachers and students – both inside and outside of the GLBR K-12 school systems – and then align the Dow STEM Ambassadors program as the feeder for Dow employee engagement with these opportunities.”

Volunteers Are the Heart of the Program

The heart of this major initiative is a volunteer “army” of Dow employees who are eager to get students of all ages excited about STEM education and – ideally – STEM careers.

“Our Dow STEM Ambassadors are employees who will go out into the community and work with students, science curriculum coordinators, teachers and principals to ‘move the needle’ toward STEM careers,” says Jaime. They will be trained to conduct STEM experiments, discuss careers and share information at the right level for the range of K-12 student participants.

Dow STEM Ambassadors will use:

HANDS-ON ACTIVITIES – to actively engage students in exciting activities and to demonstrate key concepts

PROJECT-BASED LEARNING MODULES – to teach the scientific method and demonstrate real-world STEM applications

CAREER DISCUSSIONS – to provide a personal perspective on real STEM careers and the skills required to be successful

Michigan Operations has had a long history of employees volunteering their time to mentor students and promote STEM concepts. *FIRST™* Robotics teams, the *You Be the Chemist®* program, STEM Explorer Post, Midland’s Professional Chapter of the National Organization for



The front of their colorful bus reads, “Caution: Science Is Coming.” In September, the Michigan Technological University (MTU) Mind Trekkers brought their traveling show back to the second annual Dow Great Lakes Bay Science & Engineering Festival on the Delta College campus. The Dow-sponsored MTU students put the “WOW!” in STEM for approximately 5,000 visitors over two days by having K-12 kids “walk on water,” create Foam Gnomes, eat ice cream made in 60 seconds and more.

Dow’s STEM Education Mission

To build the workforce of tomorrow by empowering teachers, motivating students, developing careers, and collaborating with communities to transform STEM education into a driver for innovation, manufacturing and economic prosperity.

the Professional Advancement of Black Chemists and Chemical Engineers (NOBCChE), and science bowls, fairs and camps are all examples.

“These after-school programs have been very successful. The Dow STEM Ambassadors program expands on these and others by offering strategic modules during formal class time to reach even more students,” says Jaime.

When Midland employees were invited to an informational meeting to learn about volunteering as STEM Ambassadors, nearly 300 people signed up, prompting organizers to schedule a second meeting.

“Our Dow people are really excited. That’s why I know this will be a great program in Michigan and throughout North America,” says Jaime, who’s already been contacted about the program by Dow locations in Europe and Asia. “What I thought was going to be a program in North America is quickly growing with global interest!”

STEM Impact Initiative Summit

In mid-November, the Great Lakes Bay Regional Alliance hosted the day-long STEM Impact Initiative Summit at Central Michigan University in Mt. Pleasant, Michigan. The results of a sweeping STEM research study were discussed, including the opportunities and challenges facing the young people in Bay, Gratiot, Isabella, Midland and Saginaw Counties.

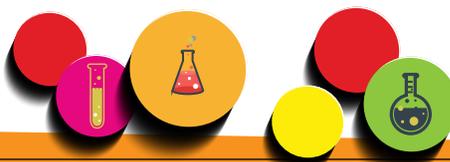
“Our organization’s mission is to encourage, support and celebrate collaboration and initiatives that will improve the economic vitality and quality of life in the GLBR,” says Matt Felan, president and CEO of the GLBR Alliance. “We’re uniquely positioned to bring together business and academia to identify a plan to ensure that students’ STEM skills match the available jobs. We believe this effort is critical to our future as a region.”

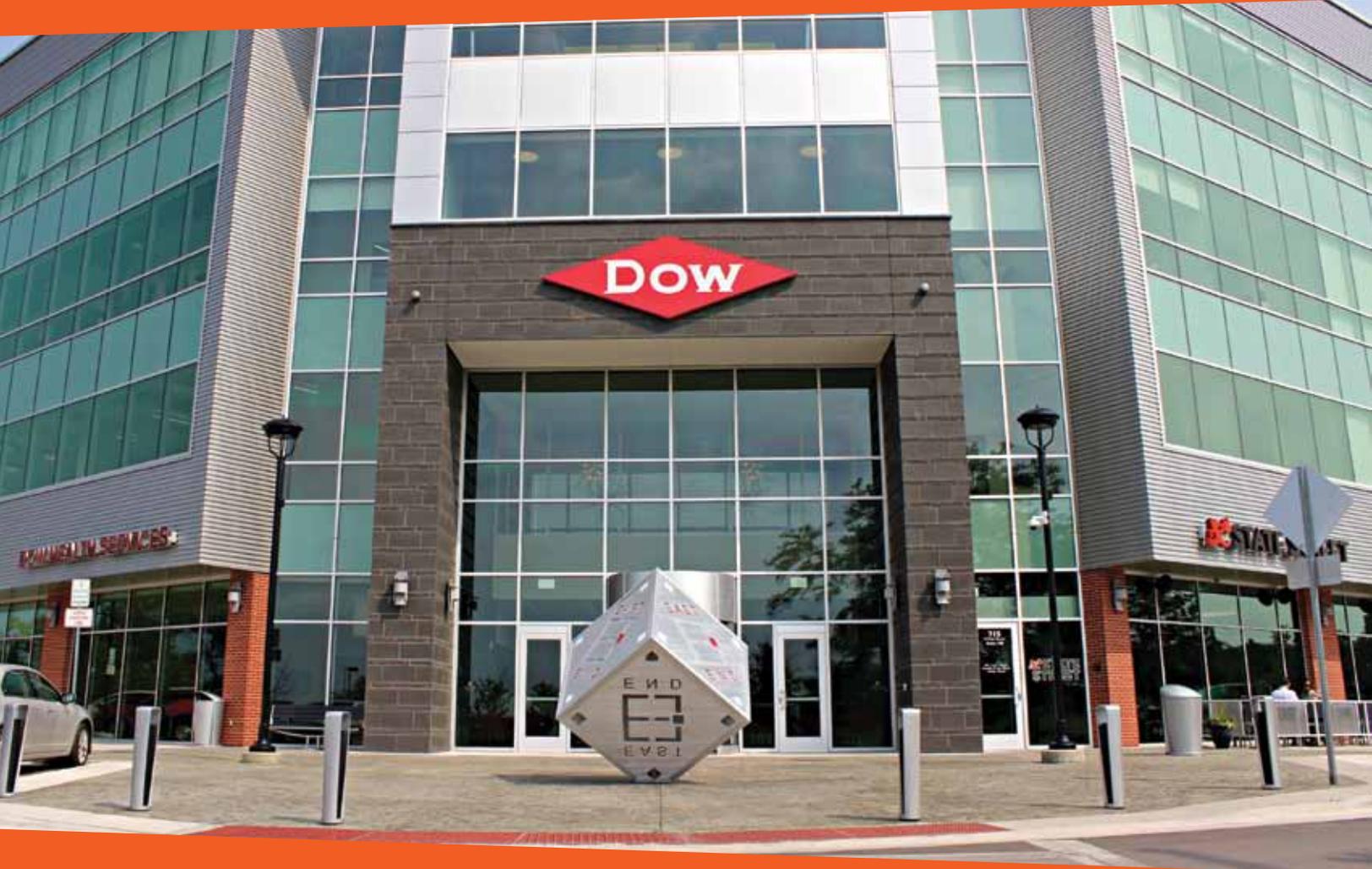
Research from consultants Accenture and Innovate+Educate provided data that will help guide

academic decisions around STEM programs and schoolwork, based on the needs of employers in the region. Dow helped to fund the STEM Impact Initiative research and the summit, and Dow employees participated in data gathering and implementation with K-12 and college educators and administrators, other businesses, and community and nonprofit organizations.



Dow employees mentor students in the FIRST (For Inspiration and Recognition of Science and Technology) Robotics Competition. Earlier this year, the Great Lakes Bay Region FIRST chapter hosted 40 teams for its first district competition. And in October, the chapter hosted the first annual “Great Lakes Bay Bot Bash” for 32 teams at the H.H. Dow High School in Midland, Michigan.





A Catalyst for Downtown Midland

If you haven't ventured into downtown Midland recently, brace yourself because the once-familiar skyline has been forever changed. East End, the newest addition to Midland's downtown, brings 225,000 square feet of contemporary office and retail space to the downtown core and is a key element of the city's economic development strategy. The building celebrated its grand opening in mid-June with a block party that welcomed more than 800 visitors to the new site.

The four-story East End building is situated on the former site of McKay Press at the corner of State and Main streets, and was originally proposed as a link between Dow

“East End not only provides additional office and retail space, but has also brought that ‘big city feel’ to downtown Midland.”

– Selina Tisdale, Director of Community Affairs for the City of Midland

Diamond – home to the Great Lakes Loons baseball team – and the rest of Midland's downtown core. The Gillespie Group and Lansing-based Caddis Development Group were the project developers and worked closely with city officials to ensure their shared vision for the space was realized.

“East End not only provides additional office and retail space, but has also brought that ‘big city feel’ to downtown Midland,” says Selina Tisdale, director of community affairs for the city of Midland. “The energy around this development has incited other entrepreneurs and business owners to also invest in the area, which has resulted in additional development, including more new buildings and restaurants.”

The expansion is part of the Downtown Development Authority's long-term plan to enhance the downtown corridor, make the most of the riverfront and focus on sustainable economic development for the city.



Green Building Certification

Sustainability was a key element of the development and construction of East End, with the developers targeting Silver LEED certification from the U.S. Green Building Council (USGBC) for the project. “We submitted information for LEED certification for new construction, core and shell, which refers to the building’s exterior structure and design,” says Brian Keeler, senior project manager for Spence Brothers and responsible for East End. “We expect to receive certification by the end of the year.”

LEED certification is widely recognized as the premier mark of achievement in green building. Certified buildings save money and resources and have a positive impact on the health of their occupants, while also promoting renewable, clean energy. Silver is one of the levels for sustainability and requires meeting standards in five environmental categories, including sustainable site development, water savings, energy efficiency, materials selection and indoor environmental quality.

East End was developed using an open space office concept. In addition, the building offers energy-efficient features such as self-adjusting lighting, more intuitive indoor heating and cooling systems, and more efficient water consumption and usage.

“We also tried to make the most of the location and incorporate it into the outdoor environment,” says Brian. “You’ll notice an increase in the number of bike racks and the addition of new sidewalks that allow quick access to the Rail Trail for folks who want to ride to work or just want to take a break.”

For more information about East End, visit www.midlandeastend.com.

Increasing Foot Traffic

Dow is East End’s largest tenant, using about 75 percent of the multi-level building for office space. Other tenants include Chemical Bank, Mid-Michigan Medical Center and Warner Norcross & Judd law firm. The building also houses a new Dow medical facility and state-of-the-art fitness center for employees.

“The move to East End provided the perfect opportunity for Dow to have a greater presence downtown and to also support community growth,” says Jennifer Holzinger, public affairs manager for Dow. “More practically, it’s part of Dow’s larger effort to revitalize our aging North American facilities and use office space more effectively.”

About 700 employees work at the new building, which almost doubles the number of employees in all of downtown Midland. This translates to increased traffic downtown with more people shopping, eating and spending time there.

The ground floor of the building is also home to Midland’s newest restaurant, State Street, which opened in the spring and was initially funded by The Michigan Baseball Foundation. The cheerful café serves meals all day and doubles as a bar in the evening.

On Board to Make a Difference

Positive change requires time and talent directed at worthy causes. Dow employees volunteer their time and talent to serve in leadership positions on boards and committees of regional nonprofit organizations, groups that are enriching our community in powerful ways. Here's a quick look at four of those employees and why they choose to serve.



Kara Beson
Communications
Specialist,
Dow Polyurethanes
Board Member, BaySail
Appledore Tall Ships

Kara grew up in Bay County, sailing on the Saginaw Bay with her family. Those childhood memories give her a deep appreciation for the region's natural water resource. BaySail is a nonprofit organization dedicated to promoting environmental stewardship of the Great Lakes by educating adults and students about this vital ecosystem. As a BaySail board member, Kara helps develop the organization's strategy and direction while also gaining valuable volunteer and leadership experience.

"BaySail takes science education outside of the classroom, which appeals to kids. The take-away for students who experience a trip out on the Saginaw Bay on one of the Appledore tall ships is incredible," says Kara. "I can see the long-term positive impact on young people and their continued interest in STEM activities as they engage in BaySail's hands-on environmental stewardship education."

Interested in Bay Sail? Check out www.baysailbaycity.org



Kim Ann Mink
President,
Dow Elastomers,
Electrical and
Telecommunications
Member, ALS National
Board of Trustees

Kim Ann and her husband's commitment to the fight to find a cure for ALS is deeply personal. Both of their mothers fought and eventually died from the disease. Being involved with the ALS Association is a powerful way for them to remember their mothers and to help those who are currently battling the disease. As a member of the Board of Trustees for the National ALS Association, Kim Ann has a tangible impact on its national strategy while also supporting state chapters, including her home state of Michigan where she's worked to raise awareness of the disease.

"I participated in the ALS Ice Bucket Challenge, a viral fundraising campaign that generated more than \$100 million in donations. I am proud that those funds will support the amazing efforts of ALS Association researchers who are working to find effective treatment and ultimately a cure," says Kim Ann. "Closer to home, the Michigan Chapter's annual ALS Walk held in Midland this year raises money to provide enhanced services for people with ALS and their families in our community."

Interested in the ALS Association? Check out www.alsa.org



“The sense of responsibility, commitment and ownership that comes with working on the committee is very rewarding.”

– Steve Persyn, Dow Automotive Production Leader

THE POWER OF VOLUNTEER LEADERS



Steve Persyn
Production Leader,
Dow Automotive
Committee Member and
past Area Chairman,
Midland Chapter of
Ducks Unlimited

As a lifelong hunter, Steve has a deep interest in preserving native animal habitat in the Great Lakes Bay Region. Being a committee member with Ducks Unlimited is a natural fit for him since the organization works to conserve, restore and manage wetlands for waterfowl. He is proud to work with a group that has conserved more than 69,000 acres of Michigan wetlands and associated habitat, with almost 10,000 acres right in Bay, Saginaw and Midland Counties.

“The sense of responsibility, commitment and ownership that comes with working on the committee is very rewarding. I enjoy interacting with people of different backgrounds and interests as we plan and hold fundraisers and manage other important business for the Midland Chapter,” says Steve. “I am proud to be part of an organization that is investing in the conservation of area wetlands.”

Interested in Ducks Unlimited? Check out www.ducksunlimited.com



Jon Pohl
Production Leader,
Specialty Intermediates
Board Member, Safe &
Sound Child Protection
and Advocacy

Volunteering with Safe & Sound provided an opportunity for Jon to take an active role in the community by having a positive influence on a critical issue. The organization coordinates representatives from law enforcement, child protection, prosecution, mental health, etc., to work together to advocate for abused children. As he became more involved with Safe & Sound, Jon learned about the longstanding impact child abuse has on children and their families. He volunteers so that the program can effectively advocate for those children.

“Safe & Sound has a wonderful staff who work with law enforcement on child abuse intervention and provide child abuse prevention programs. The board allows the small staff to focus on their important jobs while we help ensure the long-term success of the center,” says Jon. “I have gotten a huge amount of personal value from participating on the board. Taking on the responsibilities and activities of a board member requires full engagement and dedication, and that has helped me support my community in a meaningful way.”

Interested in Safe & Sound? Check out www.safeandsoundcac.org



Same Time Next Year

Dow Volunteers Revitalize Homes Year In, Year Out

There's nothing particularly exciting about replacing fence posts, and few people eagerly jump at the chance to substitute worn out doors. Yet these are exactly the kinds of tasks that continue to draw hundreds of Dow employees away from their desks and homes for a day each summer.

For seven years now, Dow volunteers have participated in Habitat for Humanity's Neighborhood Revitalization Initiative. The annual event features a week-long effort to revitalize homes in Saginaw, Bay and Midland Counties. The effort provides critical exterior home repair for low-income families and senior citizens, including painting, roofing, insulation, weatherization, window and door repair, and other minor projects. This year volunteers made repairs to about 25 homes each in Saginaw and Midland Counties and another 20 homes in Bay County.

"People continue to volunteer because they truly enjoy the work," says Melissa Eigner, Dow's corporate volunteer manager. "It's rewarding to go out in the community and help people in need for a half-day. It is also something they look forward to annually. The goal is for people to have a great experience because if they do, they will come back every year."

Dow partners with United Way to bring all of their giving and volunteer programs under one umbrella through DowGives. Each year, Dow employees volunteer thousands of hours to create better places to live, work and play.

Dow's commitment to Habitat for Humanity spans 31 years and includes financial, product and volunteer contributions through a global partnership. Dow and Habitat share the same goal, which is to develop communities by building and renovating houses. The

longstanding partnership has been effective for many reasons, not the least of which is the ability for Dow employees to make a difference in their hometowns.

"Dow is a large, global company with strong local roots and that certainly applies to our presence here in Michigan," says Melissa. "It is obvious to me that Dow employees care tremendously about our communities and are committed to giving back to them."



A Global Effort

The Dow Chemical Company this year expects more than **1,500 employees** to log **10,000+ volunteer hours** on **41 Habitat building projects** in **15 countries**, including for the first time, Puerto Rico and Japan.



2014 Neighborhood Revitalization Initiative

824 Dow employees representing **70+** work teams volunteered **3,421** hours



The only requirement to volunteer for Habitat for Humanity's Neighborhood Revitalization Initiative is a great attitude. More than 800 Dow employees showed up this summer ready to work including this employee who is helping install STYROFOAM™ Brand insulation on one of the more than 20 homes in Bay County that benefited from the program last summer.

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Meet Dow's Community Advisory Panel

Strengthening Community through Communication

Nine times a year, 20 community members from the Great Lakes Bay Region and five Dow leaders come together to talk. This group includes school principals, hospital executives, company presidents, leaders of nonprofit organizations, city managers and even a police chief. In short, it represents a cross-section of the voices and interests of the Great Lakes Bay Region.

Together, these individuals form Dow's Great Lakes Bay Region Community Advisory Panel (CAP), a forum to foster mutual understanding between the company and the community. The notion behind the CAP is straightforward: consistent communication leads to stronger communities.

The CAP gives members from Bay, Midland and Saginaw Counties the opportunity to share and address issues, concerns and opportunities affecting area communities and Dow. Just as importantly, Dow looks to the CAP to help establish an ongoing dialogue with its neighbors. Over the years, the CAP has discussed a range of subjects from safety and environmental stewardship to education, economic development and other community success issues.

"The CAP is invaluable in providing the community and Dow with another voice, another forum for sharing important issues and information," says Nancy Lamb, Public Affairs Director. "Ultimately, this helps Dow be a better corporate neighbor."

Dow thanks all of its current and past CAP members for sharing their insight and time to help strengthen the Great Lakes Bay Region through effective communication.

"The CAP is invaluable in providing the community and Dow with another voice, another forum for sharing important issues and information. Ultimately, this helps Dow be a better corporate neighbor."

– Nancy Lamb, Public Affairs Director

Rich Wells, vice president and site director of Michigan Operations, shares his perspective with CAP members at the October meeting.





Dow Michigan Operations 2014 CAP Members

BAY AREA REPRESENTATIVES

Eileen Curtis, President and CEO, Bay Area Community Foundation

Linda Engelhardt, Principal, Bay-Arenac ISD Career Center

Chris Girard, President and CEO, Do-All, Inc.

Laura Ogar, Director, Bay County Environmental Affairs & Community Development Department

Ray Van Driessche, Director of Community and Government Relations, Michigan Sugar Company

MIDLAND REPRESENTATIVES

Cliff Block, Chief of Police, City of Midland Police Department

Maureen Donker, CAP Facilitator, Midland Mayor, Executive Director, The Reece Community Living Endeavor

Bill Gagliardi, Associate Vice President, Marketing, Communications and Public Relations, Northwood University

Jimmy Greene, President and CEO, Associated Builders and Contractors, Inc.

Donna Rapp, Senior Vice President and Secretary, MidMichigan Health

Charles Schwedler, Superintendent, Bullock Creek Schools

Bob Stafford, President and CEO, Midland Area Chamber of Commerce

MIDLAND REPRESENTATIVES – continued

Stacey Trapani, Owner, Trapani Communications, Inc.

Paul White, Owner, Roth Cleaners

Ray Witt, Federal Tax Analyst – Retired, The Dow Chemical Company

SAGINAW REPRESENTATIVES

Cherrie Benchley, President and CEO, United Way of Saginaw County

Luis Canales, Director, Global External Affairs, Nexteer Automotive

Joseph Cistone, Bishop, Catholic Diocese of Saginaw

JoAnne Cray, President, Saginaw Future, Inc.

Tim Morales, City Manager, City of Saginaw

DOW REPRESENTATIVES

Shari Kennett, Responsible Care® Leader

Nate Kerns, Communications Specialist

Nancy Lamb, Public Affairs Director

Jeff Martin, Community Relations Leader

Rich Wells, Vice President of Operations and Site Director

NASCAR: Dow Diamond on No. 3



This year's Daytona 500 – the season opener of the 2014 NASCAR Sprint Cup Series – saw something race fans weren't sure they'd ever see again. The No. 3 car was back. That iconic number hadn't been seen in the Cup Series since this same race in 2001, when the beloved Dale Earnhardt was killed in a crash on the final lap.

Richard Childress Racing (RCR), owner of the No. 3, held on to the number, waiting to see if the time would ever be right to bring it back. In recent years, the answer became clear.

Austin Dillon, Richard Childress' grandson, was a rising star – winning the 2011 NASCAR Camping World Truck Series (the youngest champion at age 21) and then winning the 2013 NASCAR Nationwide Series championship. Oddly enough, Austin, with his trademark cowboy hat, had always raced a No. 3. Could he use it when he moved up to the premier Sprint Cup Series?

With the blessings of the Earnhardt family and with a Dow sponsorship, Austin ran his first full Sprint Cup

Technical experts from the Richard Childress Racing team and Dow R&D held a Racing Technology & Innovation Summit in Midland in August.

season in 2014 in the No. 3 Dow Chevy. He started out right by winning the Daytona 500 pole position with the fastest qualifying lap. Emblazoned with a huge Dow Diamond on the hood, the No. 3 rolled under the black-and-white checkered flag in ninth position (Dale Earnhardt Jr. won the race.) Race after race, he had a strong performance in his Sprint Cup rookie year.



Austin Dillon and the RCR team unveil the No. 3 Dow Chevy's new paint scheme during a visit to Dow in Midland.

Dow and RCR Partnership

"We're excited to have Austin represent Dow and our employees. He's a great person, a proven champion, and an articulate spokesperson," says Dow's Rebecca Bray, NASCAR program manager. "But it's more than just Austin. The entire RCR organization is a first-rate company that shares many of the same goals and values as Dow. Both of our companies are focused on technology and on pursuing winning solutions."

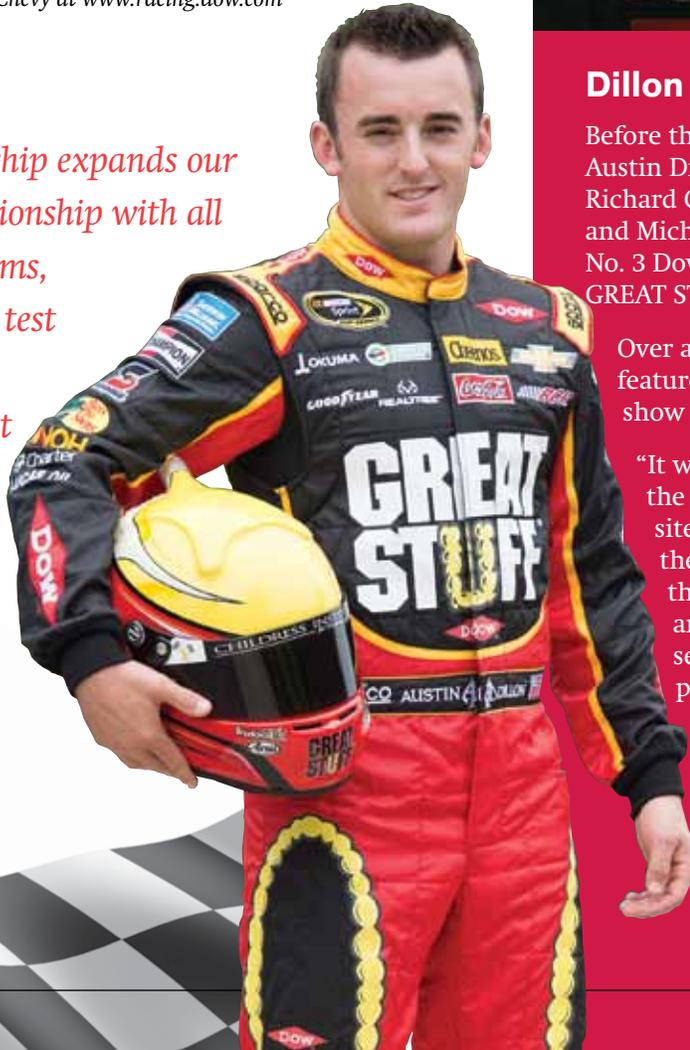
This partnership is a continuation of a relationship that's grown in recent years. Dow began working with RCR in 2010, testing Dow technology like lubricants and carbon fiber materials. The research and development partnership has expanded to include more business opportunities for Dow. Dow was the primary sponsor of the No. 3 for 21 races in 2014.

But the Dow Diamond on the hood is only a side benefit. "This partnership expands our technical relationship with all of the RCR teams, allowing us to test Dow products under the most challenging conditions," says Rebecca. "This type of testing will translate into proven new solutions that can benefit Dow customers across related and even unrelated markets."

Follow the No. 3 Dow Chevy at www.racing.dow.com

"This partnership expands our technical relationship with all of the RCR teams, allowing us to test Dow products under the most challenging conditions."

— Rebecca Bray,
Dow's NASCAR
Program Manager



Dillon and No. 3 Dow Chevy Visit Midland

Before the June race at Michigan International Speedway, Austin Dillon and his grandfather and RCR team owner, Richard Childress, visited Dow's corporate headquarters and Michigan Operations. During the corporate event, the No. 3 Dow Chevy's new paint scheme was unveiled – with GREAT STUFF™ Insulating Foam Sealants featured.

Over at Michigan Operations, Austin and Richard were featured at the 2014 Safety Picnic – along with the RCR show car, driving simulator and merchandise trailer.

"It was great to have the RCR team visit our site for the safety picnic," says Rich Wells, vice president and site director of Michigan Operations. "The theme of the picnic was all about keeping safety top of mind throughout the rest of the year. Austin and Richard are two people who definitely know a lot about setting a pace for the finish line – even if their pace is a lot faster than the average driver."

The RCR guests toured the site, learned more about Dow's innovative products, and visited with employees from R&D, Dow Solar and the Glass Fabrication Shop. "You can really see how passionate and proud each and every employee is when they talk about what they do here," says Austin.

What's Behind Door #3?

Advanced foam from Dow is hidden inside both door panels of NASCAR Sprint Cup Series race cars. If you watch enough NASCAR wrecks and see the metal peeled off the doors, you might see the blue IMPAXX™ Energy Absorbing Foam, which is a cousin of STYROFOAM™ Brand Foam Insulation. But IMPAXX Foam isn't there to save on the heating bills. It's helping improve driver safety during side impacts.

One way to reduce driver injuries in a side-impact crash is to dissipate the kinetic energy before it reaches the driver. That's especially true for NASCAR drivers who often come into turns in excess of 200 mph. As the sport gets faster and faster, NASCAR has continuously added safety improvements on the tracks and in the cars.

With help from the Dow Automotive technical team, NASCAR scientists tested more than 200 foams before choosing IMPAXX Foam. This 100 percent recyclable, extruded thermoplastic foam dissipates energy differently than other foams. It deforms in three planned steps: compressing, buckling and then breaking apart into pieces. Each of these steps absorbs energy before it's transmitted to the driver.

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®RCR Enterprises, LLC, ©Austin Dillon.



Dow and RCR: Automotive Research Partners

In August, technical experts from Richard Childress Racing (RCR) and Dow R&D met for a Racing Technology & Innovation Summit in Midland. Dow and RCR have a technical collaboration that puts Dow products to the test under the most strenuous conditions.

"The knowledge and experience gained by this relationship translates into proven new solutions for Dow customers – while also gaining a competitive edge for all of the RCR teams," says Dan Woodman, associate R&D director at Dow.

As part of the summit, RCR experts brought one of their actual NASCAR Sprint Cup race cars to Michigan Operations. "This current-competition car was used as a thought-starter for the group, as we looked at ways we can continue to work together," he says.

Then in late October, RCR hosted the Dow R&D experts at the team's race and engine shop headquarters in Welcome, North Carolina. Dow and RCR continued their discussions on several projects identified during the Michigan summit.

"The knowledge and experience gained by this relationship translates into proven new solutions for Dow customers – while also gaining a competitive edge for all of the RCR teams"

– Dan Woodman, Associate R&D Director at Dow



Stronger Together

Dow is partnering with three community foundations in the Great Lakes Bay Region to administer new donor-advised grants. Working together with the foundations allows Dow to prioritize resources and leverage the strengths of both organizations to deliver grants aligned to the needs of the community. The result? Even more meaningful programs and outcomes in the region. Here are the details.

DONOR-ADVISED GRANTS:

Assist local nonprofit organizations with pursuing their education, economic development, environmental stewardship and enrichment programs for the benefit of the region

PARAMETERS:

Funding for grants of \$10,000 or less

ELIGIBLE ORGANIZATIONS:

Charitable or nonprofit organizations with a 501(c)(3) designation or eligible government or school organizations in the Great Lakes Bay Region

GRANT ADMINISTRATION:

Funding for donor-advised grants is provided by Dow. Administration of grants is conducted by:

Bay Area Community Foundation

Midland Area Community Foundation

Saginaw Community Foundation



GRANT REQUESTS:

Grants are reviewed twice a year. Grants that were submitted by November 30 will be reviewed in January with notification taking place in February. Grants submitted by April 30 will be reviewed in May with notification taking place in June.

For information: www.dow.com/michigan/dowgives





2014

Enhancing Our Handprint

Every day hundreds of Dow employees leave their handprints on the community –mentoring students, building homes and leading organizations.

“Our employees have the power in their hands to make stronger, more vibrant communities through volunteering,” says Rich Wells, Vice President and Site Director of Michigan Operations. “As of the end of November, we have reached 17,000+ employee volunteer hours this year. These incredible contributions make our cities and counties great places to live and work and make Dow a proud community partner.”



3,553 Dow employees in Michigan are registered on Dow’s volunteer web site.



653 employees have dedicated more than **2,412** hours to complete **8** clean up/beautification projects.



146 trees planted in the Great Lakes Bay region.



824 employees have devoted **3,421** hours to working with Habitat for Humanity.



Since January, 2014, we’ve conducted over **75** work group teambuilding projects.



131 employees sit on **121** different boards in the region.

Dow employees have worked on or built **70** houses as part of Habitat for Humanity projects in 2014 in the Great Lakes Bay Region.

As of November 30,

1,556 VOLUNTEERS HAVE PROVIDED

17,000+ HOURS OF VOLUNTEER SERVICE

