

# ALUMNI NEWS

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The No Spark, race number 68, a Prototype vehicle running on diesel for team The Chiefs from Goshen High School in Goshen, Indiana, undergoes inspection during day one of the 2016 Shell Eco-marathon Americas in Detroit.

## INSIDE...



## MAKE THE FUTURE DETROIT

A FESTIVAL OF BRIGHT ENERGY IDEAS FEATURING SHELL ECO-MARATHON AMERICAS

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# A WORD FROM OUR EDITORS

SPRING IS A BUSY TIME FOR SHELL. WE ARE HOSTING THE SHELL HOUSTON OPEN GOLF TOURNAMENT, NEW ORLEANS JAZZ FEST AND THE MAKE THE FUTURE FESTIVAL, ONE AFTER THE OTHER OVER ABOUT 30 DAYS. THESE ARE ALL AMAZING EVENTS THAT ARE WORTH A VISIT IF YOU CAN MAKE IT.

In the meantime, Shell's commitment to our communities and the environment continues. We have also included

highlights from the results of Shell Canada's United Way campaign as well as news from several recent social investment endeavors that we can all be proud of.

As always we want to hear from you. We love to provide updates from Shell retirees so drop us an update. Our next issue will come out during the summer travel season so why not send us a brief snippet about a recent trip and a photo so everyone can see what you are up to.



**Melanie Fahey** and **Jackie Panera**  
Editors. **AlumniNews** magazine.

## SHELL CONTINUES TO SUPPORT THE ENVIRONMENT



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## ALUMNINEWS

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## SEND US YOUR UPDATES

**AlumniNews** magazine wants to know what you are up to these days. In this part of the magazine, we highlight alumni who are staying active and making a difference in retirement. Please send us your updates with a brief description, your phone number and email address.

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# RACING TO THE FUTURE

## Make the Future Detroit

A FESTIVAL OF BRIGHT ENERGY IDEAS  
FEATURING SHELL ECO-MARATHON AMERICAS

APRIL 27 – 30, 2017



### MAKE THE FUTURE DETROIT: A FESTIVAL OF BRIGHT ENERGY IDEAS FEATURING SHELL ECO-MARATHON AMERICAS

124 vehicles from 7 countries.  
20,000 visitors. 1,100 participants. 2,585 miles per gallon in 2016.

#### WHAT WILL THIS YEAR BRING?

For three days in April, the **Make the Future** Festival in Detroit will bring bright energy ideas together and provide platforms for conversation and collaboration; inviting everyone to experience, test, discuss and contribute ideas.

#### #makethefuture

Shell launched the #makethefuture campaign as part of our ambition to support a brighter energy future by helping to find solutions for more and cleaner energy.

By working together with governments, businesses, academic institutions and the community, we can help to transform lives and bring more (and cleaner) energy to communities around the world.

The event is **free** and open to the public:

- **Thursday, April 27:**  
9:00 a.m. – 4:00 p.m.
- **Friday, April 28:**  
9:00 a.m. – 4:00 p.m.
- **Saturday, April 29:**  
8:00 a.m. – 4:00 p.m.
- **Sunday, April 30:**  
10:00 a.m. – 3:00 p.m.

#### DASH TO THE FINISH: SHELL ECO-MARATHON

At the heart of this festival is Shell Eco-marathon, where students design, build and compete their ultra-energy efficient vehicles.

The winners are the teams that travel the farthest using the least amount of energy.

Shell Eco-marathon is a unique global competition, with events in Asia, the Americas and Europe, that challenges

students to push the boundaries of energy efficiency on the road.

The first Shell Eco-marathon Americas took place in 2007 at the Auto Club Speedway in Fontana, California. In 2010 the Americas event moved to Houston, Texas, and moved to Detroit, Michigan in 2015.

#### POWERING PROGRESS TOGETHER

**Make the Future** Detroit will also bring together leading thinkers at Shell's forum to spark new thinking and action to help society make a transition towards a low-carbon future.

Powering Progress Together is a special event aimed at fostering conversation about future energy through fresh thinking, collaboration, dialogue and debate. ■

#### WATCH THESE VIDEOS TO LEARN MORE ABOUT SHELL ECO-MARATHON:

[Time to Hit the Track](#)

[Shell Eco-marathon Explained](#)



#### TEAM ELSIK 2017 AT SHELL WOODCREEK CAMPUS

Members of the Elsik High School Team showed off the car they are building for Shell Eco-marathon Americas 2017 to Bruce Culpepper and other Shell employees at Woodcreek.

Team Elsik was featured recently on Houston Public Media. Team sponsor Ernest Lozano says that when they return from the competition students will often tell him that their lives will never be the same.

[Listen to their story about what Shell Eco-marathon means to them.](#) ■

## RACING TO THE FUTURE (CONTINUED)

### WHAT ARE WE DOING TO #MAKETHEFUTURE?

Taking a deeper look at the strategy and questions that fuel **Make the Future** Detroit.

Achieving a better life for everyone on the planet is driving demand for energy in our cities and our economies; but addressing environmental stresses, including climate change, has never been more important. And while energy brings development and a decent way of life for billions, it is desired by billions more. The big challenge, simply put, is how the world can produce and consume much more energy while emitting much less CO<sub>2</sub>.

Flashback to last year: As a part of the **strategy refresh**, Shell launched the **#makethefuture** campaign, putting our **commitment to tackling climate change** into action by committing to help find solutions for more and cleaner energy. By working together with governments and academia, businesses, industry and community partners, we can help transform lives and bring more, and cleaner, energy to communities across the world.

The **Make the Future** festivals in America, Europe and Asia Pacific are festivals of ideas and innovation and serve as platforms to bring people together. Visitors to **Make the Future** Detroit, featuring **Shell Eco-marathon Americas** 2017, will include thousands of local school children. They can enjoy hands-on science experiments to explore what is happening now and what the future of energy and mobility might look like. And, they will do so while cheering on student teams as they compete their custom designed and built cars to see who can go the farthest with the least amount of energy. It's through encouraging innovation, collaboration and open conversation in forums like these that Shell is meeting the global energy challenge head on.

For example, this year Powering Progress Together will return to Detroit to be part of the **Make the Future** festival and convene leading thinkers from business, government, academia and civil society

to discuss the opportunities and challenges presented by energy transitions towards a low-carbon future. Co-developed with the Rocky Mountain Institute – an independent, non-partisan organization focused on transformations in global energy use – the 2017 Powering Progress Together program will draw upon a diverse array of perspectives to explore how our energy system might evolve to meet future demand, while enabling a better quality of life and healthier planet. The event provides a venue for open dialogue, inviting fresh and innovative thinking, with a desire to spark further sharing, spur innovation, and expand solutions on a local and global scale.

### IN THE DRIVER'S SEAT

Meeting this challenge requires a mixture of vision and realism; urgency and long-term thoughtfulness. It's expected that renewable energies will eventually become the largest source of energy

globally. But on their own they can't address all the worlds' current energy needs, and they vary in availability and intermittency.

This means the transition to a lower-carbon world will only be possible with renewables in combination with convenient, increasingly cleaner natural gas and oil products – using new technologies, a mosaic of fuel options, engineering ideas such as Carbon Capture and Storage, and developing efficiencies in the way energy is produced and how it is used. For over a century, Shell has been exploring new energy sources, developing methods, technologies and products that keep our world moving. We're investing in bright ideas that enable human progress and opening up opportunities for passionate people to join the industry. We've done this in partnerships with academia, NGO's, and businesses. ■

### BRIGHT IDEAS BEGIN WITH QUESTIONS

We recognize the significance of climate change, and the significance of the role that energy plays in our daily lives. Providing a forum for complex questions like, 'How can we continue to meet increasing energy demand while reducing CO<sub>2</sub> intensity?' to be asked and debated is what the **Make the Future** festivals are all about. We will amplify the dialogue through global traditional and social media. Be sure to 'like', 'comment' and 'share' on your favorite platforms. ■

### Do you believe in the power of questions?

Check out this video: **The Power of Questions**



For more information on Shell Eco-marathon visit [www.shell.com/ecomarathon](http://www.shell.com/ecomarathon)  
Follow Shell Eco-marathon on [Twitter](#), [Facebook](#), [YouTube](#).

## OVER 5.7 MILLION REASONS TO CELEBRATE



Volunteers announce the grand total that will be donated on behalf of Shell Canada to United Way agencies across the country in a dramatic number reveal presentation. Shell matched the donations made by employees and retirees, which is included in this grand total of over \$5.7-million in 2016.

**EVEN IN A DIFFICULT YEAR, SHELL CANADA, TOGETHER WITH EMPLOYEES, CONTRACTORS AND RETIREES CONTRIBUTED OVER \$5.7 MILLION TO UNITED WAY AGENCIES ACROSS THE COUNTRY IN 2016.**

Heading into the holiday season, Shell Canada's Country Chair, **Michael Crothers**, alongside volunteers announced an investment of over \$5.7-million, into the communities where Shell people live and work.

*“In the face of a deep recession and strain on social services, we asked our employees and retirees to do more, and they did, donating even more per capita than last year. This is amazing generosity. Thank you. I am so proud to be part of an organization that really cares.”*

commented Michael during the official announcement ceremony held today in Shell Canada's head office in Calgary.

Over the last 30 years, Shell Canada has invested in excess of \$85-million into United Way agencies across the country.

United Way gives individuals and families the opportunity to reach their potential and improve their quality of life. United Way's impact is local, tangible and meaningful with a mission to improve lives and build extraordinary communities by engaging individuals and mobilizing collective action.

On top of this contribution to United Way, earlier in the year, Shell employees stepped up with a \$1-million contribution to the Canadian Red Cross to support those impacted by the Alberta wildfires. ■



**Kevin Gilbank** (Shell United Way Chair 2016), **Shannon Ouellette** (Shell United Way Chair 2017), **Karen Young** (Incoming President, United Way of Calgary), **Michael Crothers** (Shell Canada Country Chair and VP North America Unconventionals).



**Steven Goodchild**, GM Gas Processing Ops & NA, provided the entertainment during the celebration.

## SHELL SURPRISES EVACUATED FAMILY



Shellves get ready to brighten the lives of a family impacted by the Alberta wildfires.

### CHRISTMAS CAME EARLY FOR ONE CANADIAN FAMILY AFTER LOSING THEIR HOME TO WILDFIRES.

When 90,000 people were evacuated from their northern Canadian community in May 2016, many of them left everything behind in the few hours they had to escape their homes. Some of them never saw their homes again as a wildfire spread through the community, burning hundreds of houses and leaving others uninhabitable due to smoke damage.

Shell's Canadian arm operates the joint-venture Albion Sands – two oil sands mines – 75 km north of the community. When the evacuation was ordered in Fort McMurray Shell responded by voluntarily shutting down operations at its mines and helping to fly out almost 10,000 evacuees from its airstrip. It was an evacuation like no other in Canadian history.

Since officials re-opened Fort McMurray in June, many of the residents have returned to their homes in the forever-changed community. But, there are still some who are living a four-hour drive away in Edmonton, Alberta.

As the holidays approached, Shell Canada found one of the families who had lost their house, including all of their clothes, toys, family photos and decorations. Parents **Adam Larocque** and **Mitzi Bridges** and their children, **Ayden** (5) and **Gavin** (2) were living in a rented home near Edmonton for Christmas and will not be returning to their community until an undetermined date this year. Shell Canada decided to bring them the magic of Christmas through the Fuelling Kindness campaign.

"There were thousands of families whose lives were changed forever due to the fire, but this family still hadn't moved home," said Stephen Velthuizen, Shell Scotford External Relations Manager. "They had evacuated during their son's second birthday party, the mom had lived in the community her entire life – it's all she knew. The more we found out about them, the more we felt we needed to make the magic of Christmas come alive for them—that's exactly what Fuelling Kindness is about."

The Fuelling Kindness Christmas surprise started with the team at Shell's Scotford facility – which consists of a bitumen upgrader, refinery, chemicals plant and the Quest carbon capture and storage project. The facility is located near Edmonton. Through their connections, the team was able to identify one of the remaining Fort McMurray families still living in the Edmonton region.

Next, the team was able to connect with the parents and offer them and their two boys, aged 5 and 2, a day full of fun at West Edmonton Mall – the largest mall in North America, including an indoor amusement park, waterpark, miniature golf courses, full-size ice skating rink, a replica of Christopher Columbus' flagship Santa Maria and even habitat for penguins and sea lions.

What the family didn't know was that the Shell team – that came to be known as



Shell's Scotford team runs a program called Fuelling Kindness.



Shellves, a wordplay based on Santa's mythical elves – would gain access to the family's rented home while they were out for the day. The home would be filled from floor to ceiling with Christmas decorations and gifts for the family.

"By the time our Shellves were done, the house was magical. It was breathtaking. It had all the trimmings of Christmas and gifts filled the front room and spilled out into the front hall and up the staircase," stated Velthuizen.

When the family returned home, they spilled over with emotion as they opened their front door, the Christmas lights lit up and they realized what had happened while they were out. It was an emotional experience not just for the family, but for the Shellves as well.

"A handful of us were hiding upstairs, waiting for the right moment to greet the family. We could hear the tears of joy from the parents and the excited laughter from the children as they found new toy after new toy," said Velthuizen. "I can tell you that there wasn't a dry eye among any of the Shellves either. All of the hard work paid off."

Shell has produced a video of the emotional day. It has been released to Shell's YouTube channel. The hope is that others will be inspired and decide to fuel kindness for others this holiday season.

"It doesn't have to be as extravagant as bringing the magic of Christmas to a displaced family," added Velthuizen. "It can be as simple as paying for a coffee for the next person in line, offering a smile and a cheerful greeting; simply, make someone's day better." ■

**Watch and share** the YouTube video of Shell Canada's merry Shellves as they surprise a Canadian family that had lost everything in a May wildfire.

# SHELL SOCIAL INVESTMENT CREATES NEW INDUSTRY FOR FIRST NATION

## PROJECT CREATES PARTNERSHIPS, ENVIRONMENTAL & ECONOMIC BENEFITS...

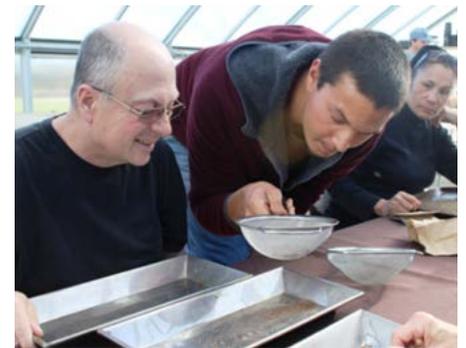
In its first year of full operation, the Maajiigin Gumig greenhouse at Aamjiwnaang First Nation is the top supplier of native plant species to Southwestern Ontario's largest greenhouse retailer, Degroot's Nurseries. Aamjiwnaang is involved in a joint venture with Return the Landscape (RTL), a Sarnia-Lambton organization focused on native plant rescue and restoration. RTL's Shawn McKnight says as his business began restoring more areas across Sarnia-Lambton, seed collecting and growing plants, they realized the need to form partnerships, "It just made perfect sense to partner with Aamjiwnaang as the grower. Aamjiwnaang has such a massive seedbank with their natural areas that they're perfectly suited ecologically, plus culturally since they've lived in this landscape for thousands of years. They still have a lot of connections and an understanding of this."

In addition to the environmental and sustainability benefits, the greenhouse has provided a new industry and subsequent

economic opportunities, including job creation to the First Nation. A full-time greenhouse technician, Kyle Williams has been hired on, and four students gained summer employment. Shawn McKnight expects additional employment opportunities for Band members this year.

Through its Social Investment fund, Shell Sarnia Manufacturing Centre contributed the \$75,000 the First Nation required to build the greenhouse in 2014/15. Courtney Jackson, an employee with Aamjiwnaang's Environment Department, says they partnered with RTL when studying the feasibility of the greenhouse project, "We worked with Return the Landscape and quickly saw that there was a need for a native plant nursery, and we also wanted to grow traditional medicine to provide to the community. That was something members told us they wanted when we did our community engagement before going ahead with the project."

Last autumn, a seed collection and cleaning workshop took place at the greenhouse. The event, sponsored by Shell, was facilitated by Aamjiwnaang and RTL. Participants from Aamjiwnaang, Sarnia and the broader Lambton County community attended. They learned the proper methods



Greenhouse Technician Kyle Williams demonstrating the proper technique for seed cleaning.

to collect, clean and plant seeds from native species collected at nearby Bear Park along Talford Creek. A plaque was also unveiled at the greenhouse to symbolize this new partnership between Shell and Aamjiwnaang.

At the tail end of the workshop, Courtney Jackson echoed the thoughts of the many individuals involved with bringing this project to life, "I'm really proud of what we all accomplished here and seeing it half full of plants in April to completely full at the end of August where they were putting plants on the ground, under the tables, in corners, it's just such a great feeling that we did this. I can't wait to see what next year will be like." ■



Participants preparing for the November 10 greenhouse workshop.

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