

## ***What is the Chemistry Industry Doing about that Old Bugaboo – “Sustainability”?***

**Guest Speaker:** *Brian Wastle, former VP Responsible Care® with the Chemistry Industry Association of Canada*

**Date:** February 24, 2011  
**Time:** 7:30 am  
**Location:** Métropolitain Brasserie, 700 Sussex Drive, Ottawa  
(at the corner of Sussex and Rideau)

*Take advantage of the \$2 early parking in the parking garage on corner of Clarence and Parent.*

**Online Registration:** <http://www.awma-ovc.ca/>, or

**RSVP:** Dr. Smita Bhatia  
**Email:** [sbhatia@ccpa.ca](mailto:sbhatia@ccpa.ca)  
**Phone:** 613-237-6215 x230

**Cost:** **Full breakfast included**  
A&WMA Members: \$25 in advance (\$30 after February 22nd)  
Non-members: \$30 in advance (\$35 after February 22nd)  
Students: \$10 A&WMA members (\$15 non-members)

*We encourage online registration before February 22nd, 2011, as it helps us to arrange the venue and anticipate the number of attendees. Payment online by VISA or Master Card or at the door by cash, cheque, VISA or Master Card.*

### **Presentation Overview:**

Recently, the major trade association for the chemical industry in Canada made two game-changing decisions:

1. To re-invent its long standing Responsible Care initiative to better meet Canadian society's expectations for sustainability; and
2. To change its name and mandate as the *Canadian Chemical Producers' Association* to become the *Chemistry Industry Association of Canada*.

So what! Brian will endeavour to explain “so what” and “so why” and “so how,” and will solicit sceptical and constructive feedback on these changes from this critically important audience.

### **About the Speaker:**

From 1991 until 2011, Brian R. Wastle has been Vice President, Responsible Care® with the *Chemistry Industry Association of Canada* (formerly the CCPA) in Ottawa, assisting the CEOs of the association's 60 member companies in their implementation and advancement of the Responsible Care® way of life. Through Responsible Care, the chemistry industry, in Canada and around the world, has committed itself to the cause of sustainability – environmentally, socially and economically. Mr. Wastle was the first chairman of the *Responsible Care Leadership Group of the International Council of Chemical Associations*, which began in 1991 with 21 country associations and now oversees the global spread of Responsible Care from its Canadian origins in 1985 to over 50 countries.