

Photo of Shell Norco site circa 1930.

# 90

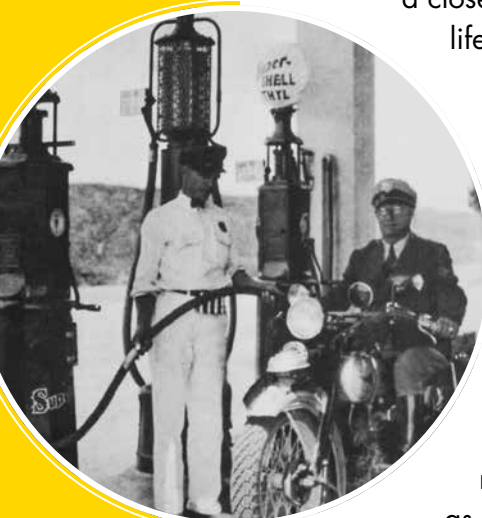
Years

# NORCO

1929-2019

SPECIAL PUBLICATION | 2019

# NEWSLINE



**1929** | The Roaring Twenties were drawing to a close leaving an unprecedented impact on lifestyle from the way people dressed to the way they worked. The heartaches of War World I were fading as the crash on Wall Street and the start of the Great Depression brought a new reality. Art and entertainment fueled the American Spirit however, with the opening of the Museum of Modern Art, the first Academy Awards celebration, the debut of *Broadway Melody* as the first major musical talkie. Jazz matured as a musical genre while Rudy Vallee and George Gershwin tunes were heard on

in-home radios. Automobiles were becoming more affordable for the American family and Shell gasoline stations were opening for business in neighborhoods throughout the country.

In Louisiana, families were recovering from the 1927 Mississippi River flood, Governor Huey Long stimulated economic growth with a focus on infrastructure and an emphasis on public education. New Orleans enhanced its reputation as the birthplace of jazz and during a streetcar conductor strike the po-boy sandwich emerged as a culinary delight.

**IN THE SMALL TOWN OF NORCO**, which took its name from the New Orleans Refining Company, the rhythm of Louisiana and the spirit of America was beating strong with an economic event that would be the foundation for growth, prosperity and a deep rooted sense of community. **Shell Oil Company purchased the New Orleans Refining Company in December 1929.** The 366-acre site, located on the grounds of former sugar plantations, would be the home of one of the largest oil-products refineries in Louisiana.



**OPERATIONS CONSISTENTLY EXPANDED** and by the 1940s, the plant was processing 25,000 barrels of crude oil daily. With advancements in equipment and technology, oil discoveries and construction of pipelines, the refinery continued to increase capacity and improve its products. The addition of a chemical manufacturing plant in the late sixties complemented refining operations, significantly enhancing the site's contributions as a major manufacturing complex.



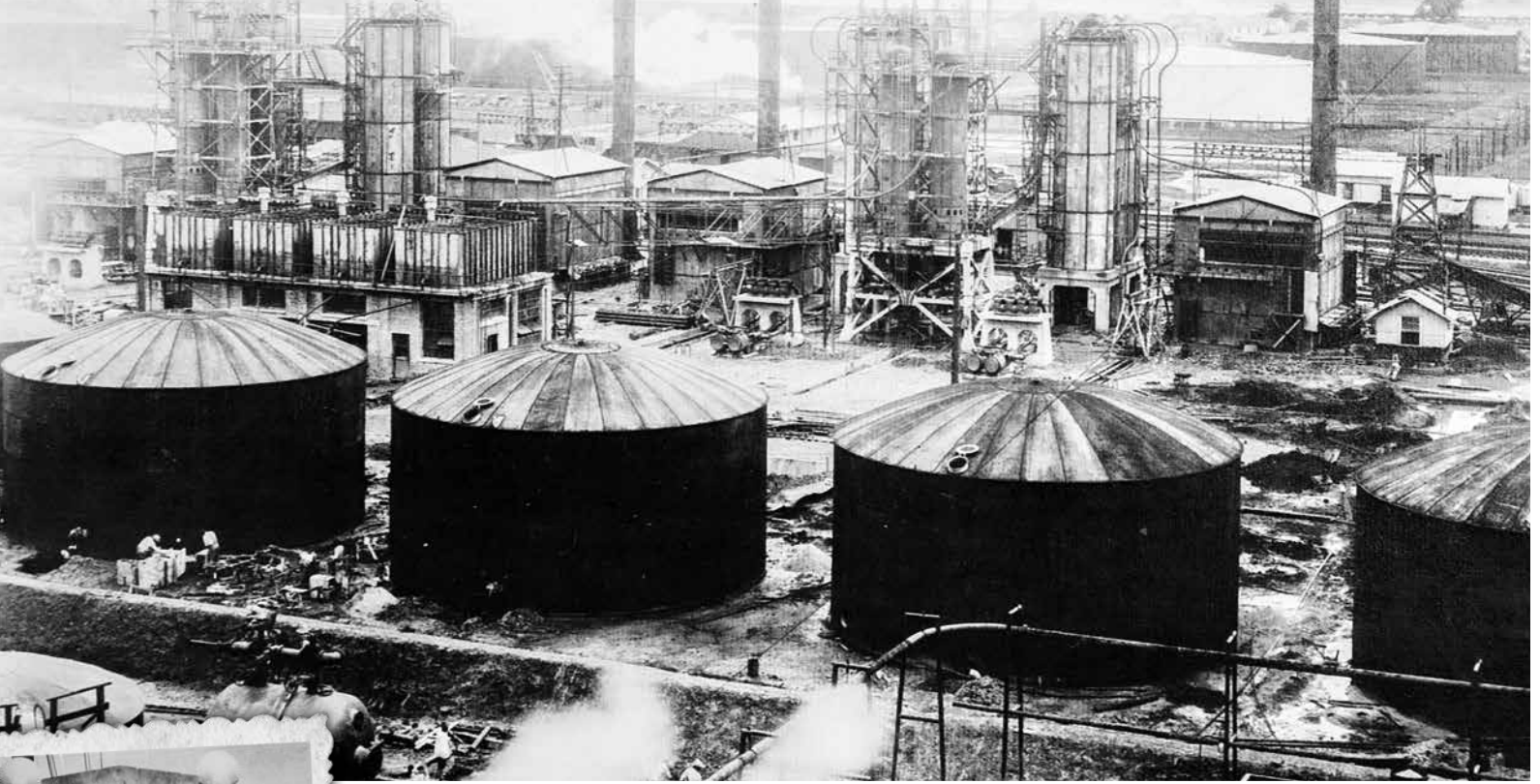
## This special Anniversary Edition of Newsline

depicts Shell Norco's growth through nine decades of commitment to safety, community, family, quality and education. You will see photos from the days when Norco employees received on-the-grounds housing along with a full range of recreational, educational and entertainment opportunities along with community and Shell highlights over the years.



# 1929

The Shell Petroleum Company acquires the New Orleans Refining Company.



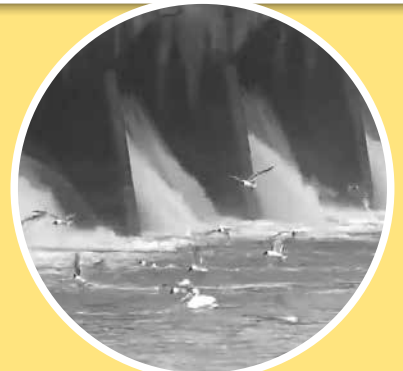
Robert "Bob" Gervais Montz was the head watchman from 1929 to at least 1945.



Construction begins on the Bonnet Carré Spillway.

# 1936

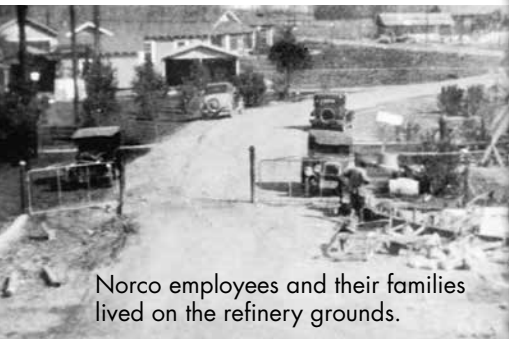
The Bonnet Carré Spillway Project is completed.



# 1937



President Franklin Roosevelt visits the Bonnet Carré Spillway and drives through the streets of Norco.



Norco employees and their families lived on the refinery grounds.



Norco Elementary School Class of 1929.

# 1944

Norco was the first refinery to produce commercial quantities of cumene, a valuable ingredient that contributed greatly to increased production of aviation gasoline during WWII. In addition, the refinery supplied diesel fuel for Navy landing ships, gasoline for the ground troops, and many other essential products.



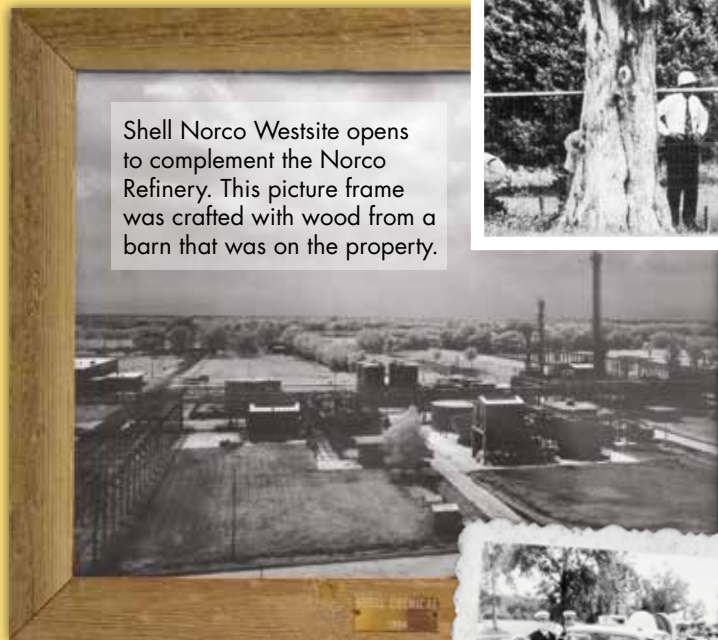
# 1951

Bethune High School opens in Norco, the first black high school in St. Charles Parish.



# 1955

Shell Norco Westsite opens to complement the Norco Refinery. This picture frame was crafted with wood from a barn that was on the property.



# 1948

Shell Norco was a town within a town. There was a hospital, nurse and doctor on-site. A company ambulance handled all emergencies in the community. Recreation facilities included a six-hole golf course, ball diamond with lights, a swimming pool and gym. The auditorium included a theater, pool room and canteen.



The original "Shell Theatre."

# 1962

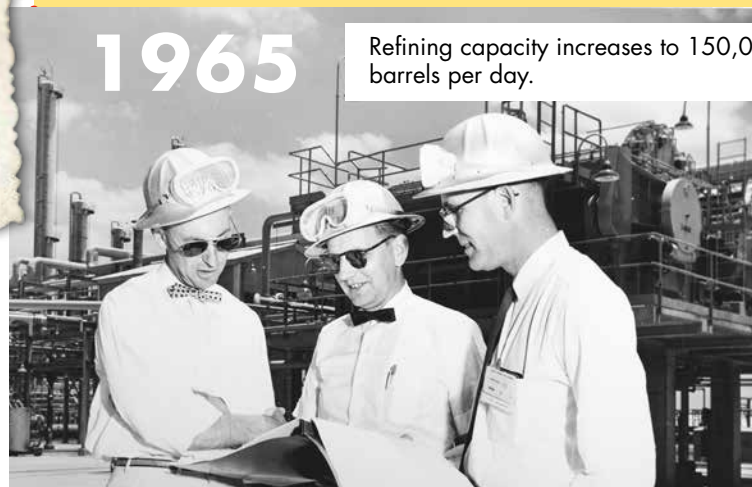
Norco Volunteer Fire Department is founded. Volunteers had a red phone in their houses that was the "Fire Phone." You could not dial out - but it rang when someone reported a fire in Norco.



The Shell ambulance also served the community.

# 1965

Refining capacity increases to 150,000 barrels per day.



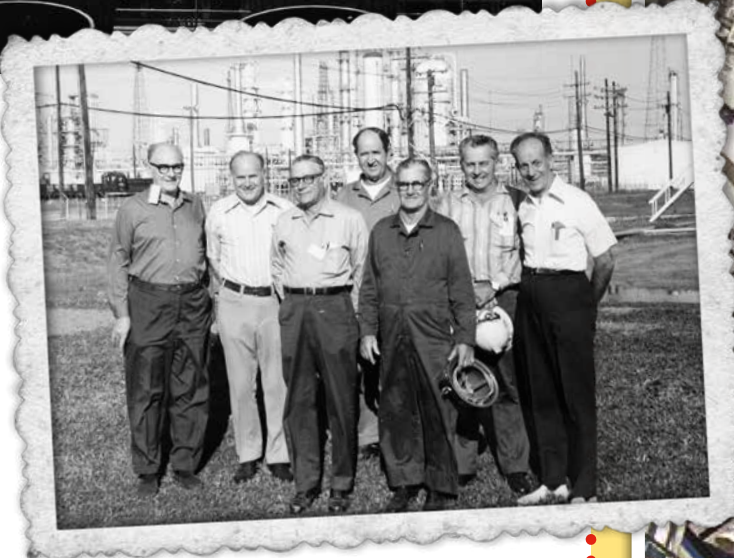
The "Shell Oilers" Baseball Team

# 1967

OP-1 starts up as Norco's first chemical unit for olefins production to support units at the Shell Geismar facility.



Shell employees pose for a photo in the field following an inspection of the site during a period of growth as the chemical business expands.



# 1975

The GO-1 Olefins Chemical Unit starts up, adding 80 million pounds of ethylene into the market and for use at the Geismar plant.



# 1976

President Gerald Ford visits St. Charles Parish during the country's bicentennial celebration year.



A Norwegian Freighter hits the George Prince Ferry as it crosses from Destrehan to Luling. Nineteen people survived but 78 lost their lives.

# 1981

The OL-5 Olefins Chemical Unit starts up, producing 1.5 billion pounds of ethylene for the market.

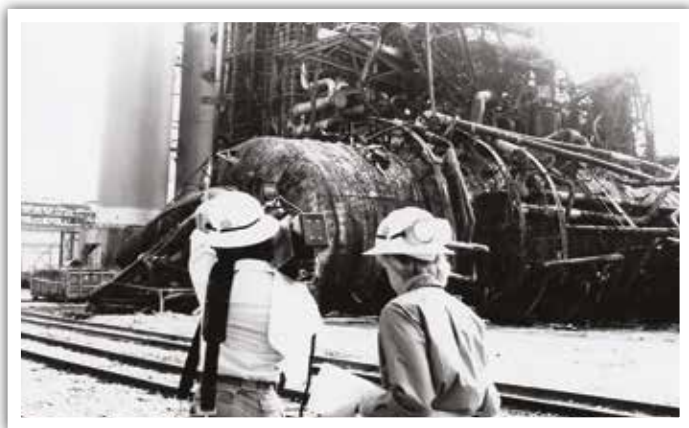


# 1986

Refining capacity increases to 235,000 barrels per day.



# 1988



At 3 a.m. on May 5, 1988, a corrosion of a vapor line within the Catalytic Cracking Unit causes an explosion devastating the Norco community with shockwaves 30 miles away. Seven Norco employees die in the explosion, 47 are injured and the town of Norco was greatly damaged.

# 1992

Construction on a new Cat Cracker is complete and the site begins startup.



# 1995

Shell Chemical purchases the St. Rose Refinery to startup an Olefin Feed Prep Unit to supply lower cost fuel to the Norco facility.



# 1998

Shell Norco Refining becomes a division of Motiva Enterprises.



# 2000

The OP-1 Unit restarts in an integrated project with GO-1 and OL-5 to increase the capacity of ethylene sent to the Geismar plant.



# 2001

Shell and Motiva establish the Norco Community Fund and the Norco Economic Development Foundation with a \$1 million and \$5 million endowment respectively to support non-profit organizations and business development with impact on the Norco community. The Norco Christmas Parade is re-established with assistance from the Norco Community Fund.



Shell and Motiva contribute \$5 million for construction of the Bayou Trepagnier pump station to protect the town of Norco from severe flooding.

# 2002

Motiva Enterprises enters a 50/50 joint venture between Shell and Saudi Aramco.



# 2003



The Norco Air Monitoring Program, a state-of-the-art community-based air monitoring system approved by the Louisiana Department of Environmental Quality is implemented.

# 2004

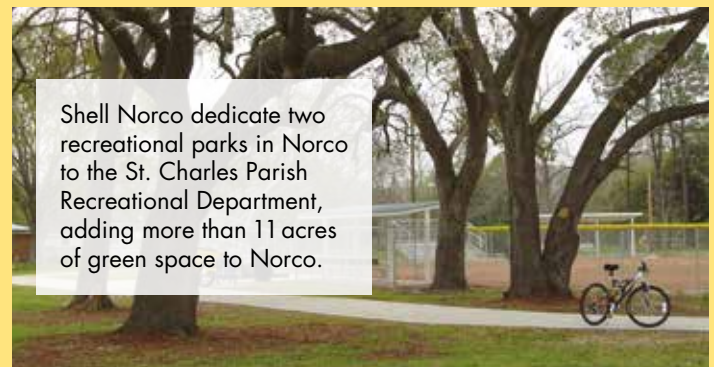
The Norco Community Advisory Panel (CAP) is formed as a communication liaison between community representatives and Shell leadership.



# 2005

Hurricane Katrina hits southeast Louisiana and the Mississippi Gulf Coast. Shell volunteers help Norco residents clean up and rebuild in the aftermath.

# 2006



Shell Norco dedicate two recreational parks in Norco to the St. Charles Parish Recreational Department, adding more than 11 acres of green space to Norco.



The blast-resistant Chemical Control Center opens featuring advanced digital technology.

# 2008



Shell donates land on River Road in Norco for construction of the Norco Community Health Center, a state-of-the-art medical center providing accessible, high quality care to Norco residents and surrounding neighbors.

# 2018

Norco holds a Remembrance Ceremony in recognition of the 30-year anniversary of the site's Cat Cracker explosion.



Norco commits to a \$5 million legacy gift for the Dr. Rodney R. Lafon Performing Arts Center in Luling.

# 2009



Edible Enterprises, a commercial kitchen and food production incubator for home-based food businesses, opens with seed money from the Norco Community Economic Development Foundation. The incubator is based in the former Norco Co-Op building.

# 2019

The St. Rose site is sold after operating as an Olefin Feed Prep Unit and a Bitumen production unit.

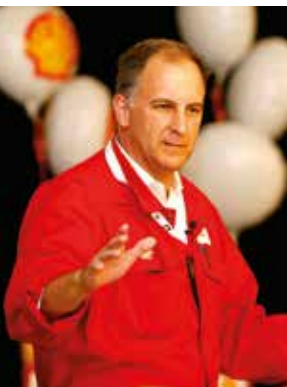
# 2011

The Cross Bayou Pump Station, built with state and local funding, along with a \$5 million donation from Shell and Motiva opens to minimize the risk of localized flooding on the east bank of St. Charles Parish.



# 2017

The Motiva joint venture is dissolved and Shell assumes full ownership of the Norco Manufacturing Complex.



Brett Woltjen,  
Shell Norco General  
Manager



Ben van Beurden,  
Royal Dutch Shell CEO



Shell announces Creative Energy - The Rhythm of Louisiana, a multi-media campaign highlighting the company's Louisiana refining and chemical sites.

**Shell Norco  
celebrates 90 years  
of manufacturing  
excellence and  
community  
commitment.**

# 90 Years



# NORCO

1929-2019



# Norco NEWSLINE

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NORCO, LA  
PERMIT #50

Norco Newsline is published regularly to inform the community about activities at the Shell Norco Manufacturing Complex. Please address inquiries to:

**Rochelle Touchard**, External Relations Manager  
**Shell Norco Manufacturing Complex**  
15536 River Road | P.O. Box 10 | Norco, LA 70079  
**504-465-6667**

Numbers and Addresses to Know:

**St. Charles Emergency Operations Center**..... **985-783-5050**  
**Shell Norco Site Team Lead** ..... **504-465-7342**  
**Shell Norco Community Information Line**..... **504-465-7483**

Websites to Know:

[www.shell.us/norco](http://www.shell.us/norco)  
[www.shell.us/louisiana](http://www.shell.us/louisiana)  
[www.norco-air.info](http://www.norco-air.info)

## POSTAL PATRON



Our trademark Pecten has evolved and so has our commitment to:

*Safety, Community,  
Family, Quality and  
Education.*

**FOR NEARLY A CENTURY** Shell has been an integral part of the rhythm of Louisiana and the heart of Norco, fulfilling an ongoing commitment to the economy, the culture, and most importantly, the quality of life. From the Lafon Performing Arts Center Shell Theatre to Partner in Education activities, from endowment grants to building playgrounds, Shell Norco remains a viable community partner.



Today, Norco is a fully integrated world-class refinery and chemical plant. With a workforce of 1,100 and support from more than 1,000 contract employees, the site processes approximately 250,000 barrels of oil each day. The refinery converts crude oil into automotive gasoline and other products including ultra-low sulfur diesel, Jet A aviation fuel, furnace oil and liquefied petroleum gases. Chemicals produced at Norco contribute to end products used in daily lives including antifreeze, cosmetic detergents, carpeting, paints and coatings, tires and latex.

Shell's long and productive relationship with Norco and St. Charles Parish is stronger than ever. As the site celebrates its 90th anniversary, Shell Norco looks forward to continually enriching the community with volunteer service and supporting education and the arts as it manufactures the quality fuels and products to improve lives today and in the future.



# 90 Years



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