



# OPTINEWS

OPTIMAL Group of Companies Newsletter

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## *Towards World Class Performance*

### **Highlight In This Issue**

**OPTIMAL Signs RM8 Million Agreement  
with Aromatics (Malaysia) Sdn Bhd**

**The** petrochemical industry outlook continues to remain optimistic in the near term, following steady growth in the first four months of 2004. Demand for our products in the region is steady, although stubbornly high oil prices and growing signs of inflation have raised some concerns about dampening of the overall global economic recovery.

In Malaysia, the local economy has remained strong following the landslide victory of the ruling coalition during the country's 11<sup>th</sup> General Election in March. The clear mandate and support of the people for Prime Minister YAB Datuk Seri Abdullah Ahmad Badawi is an important milestone on the road to continued growth, stability and prosperity for Malaysia. The renewed confidence from investors is already beginning to stimulate inflow of foreign investment into the country.

The election is also going to mean changes in the home state of our operations in Terengganu. Plans are underway for retooling and modernization of the government there, and for investment in infrastructure and industries to advance the region and create more opportunities. Some of those no doubt will be in the oil, gas and petrochemical sector.

We continue to make tremendous progress on our journey to Achieving World Class Performance. Your demonstration of Premier HSE Performance is evident in our milestone record of 7.5MM manhours without a Lost Time Injury, which occurred earlier this year. Despite some setbacks during the month of May, we had an impressive string of monthly production records from October 2003 through March 2004, which are a result of the emphasis on Site Reliability. The DOSH extension team delivered on one of our biggest breakthrough objectives of the Optimal MI plan when they received 36-month CF extension for Olefins, Glycols and Utilities.

The implementation of new manufacturing work processes reached a new level when the new Maintenance Work Process went "live" on June 1. Also, the Produce to Plan/Record Production Data team has gone live with an early success in their implementation. Finally, our new HSE standards have been rolled out, and we are gaining valuable experience prior to our upcoming turnaround in August.

We are going to take a break on work process implementation for a while, and shift our focus squarely to safe and cost effective execution of the upcoming DOSH turnaround for Butanol and Derivatives. The turnaround and maintenance team's preparation is impressive, but we still have some work to do. Thus, we must now begin preparing ourselves mentally and physically for precision execution of the plan. Safety is of utmost importance at all times, but especially heightened during turnaround time, when the number of contractors at the peak of the project will exceed 1,000 on our site. Think Safe, Be Safe, Act Safe and we can achieve our Vision Zero and chart another milestone.

Thank you for your effort and dedication!



**Jim Fitterling,**  
Chief Executive Officer, OPTIMAL Group of Companies



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## OPTIMAL VISION

A WORLD CLASS MANUFACTURER  
AND SUPPLIER OF CHEMICALS FOR  
THE ASIA-PACIFIC REGION

## OPTIMAL MISSION

TO BE A SUCCESSFUL AND  
PROFITABLE CHEMICAL COMPANY;  
SUPPORTING SHAREHOLDERS'  
BUSINESS STRATEGIES AND  
CREATING VALUE FROM MALAYSIAN  
PETROLEUM RESOURCES

## OPTIMAL VALUES

- RESPONSIBLE CARE®
- CUSTOMER FOCUS
- BUSINESS EXCELLENCE
- PEOPLE EXCELLENCE
- COHESIVENESS

# Achieving World Class Performance GMWP, We are Ready!



*The Implementation Team... All smiles after charting another success story.*

**A significant** milestone was charted on Tuesday, 1 June as the Maintenance Department officially began implementing and utilizing the Global Maintenance Work Process (GMWP), one of Dow's sub-processes of the Produce Product Work Process, in its day-to-day operations. The objective of GMWP is to provide the business with the required plant resources at minimum related cost in a safe and environmentally sound manner.

It is a significant change for the Maintenance staff in their efforts of supporting the Company's vision. At the departmental level, GMWP will be one of the main tools for the Maintenance Department in its quest of becoming a world class maintenance service provider. Among other changes involved in implementing the work process are the restructuring of the organization and the introduction of new roles and IT tools such as SAP r3.

In order to meet and support the implementation of the new work process, an Implementation Team was chartered in early January 2004. The team consisted of Maintenance staff,

PMM and production representatives under the sponsorship and support of the Maintenance Site Leader, Hugh Hearon. The objective of the team was to ensure that the implementation schedule is established and executed following the agreed time frame. The challenge was to have GMWP go live by 1 June, in order to avoid an unwanted clash with turnaround activities scheduled for late August 2004.

In implementing the work process, training and establishing a new organization design had been a major challenge. Initially, Dow Work Process experts trained OPTIMAL representatives on GMWP Learngy Map on site. Later in mid-March, a team of Maintenance staff was sent over to Dow's St Charles Operation in the US to witness and obtain first-hand experience in implementing GMWP. The knowledge that they gained from the training was then utilized to train the rest of the staff involved. During that period, the Maintenance staff, support personnel and stakeholders underwent an estimated total of 3,500 man-hours of training related to GMWP and



*Maintenance staff, support personnel and stakeholders underwent an estimated total of 3,500 man-hours training on GMWP.*



*Serious discussion... The staff involved during the training.*



*During a session of the Learngy Map training conducted by the Dow Work Process experts.*

Empowerment concepts to enhance their understanding on GMWP.

Challenges ahead for the Maintenance Department now is to align its efforts with other work processes and to be 100% in compliance with the assessment scheduled for January 2005. With the commitment of the Maintenance staff and their willingness to adapt to change, another achievement by the team seems almost certain. Maintenance Boleh!

*Contributed by Hazizi Hasan*

# Achieving World Class Performance

## PTP/RPD Implementation Team Charts First Success Story

**OPTIMAL's** aspiration to achieve world class performance remains firmly on course with the implementation of the Produce to Plan (PTP)/Record Production Data (RPD) work process on Tuesday, 1 June. The achievement was a culmination of the tireless effort and commitment of the team chartered earlier this year to implement the PTP/RPD work process in OPTIMAL as part of a broad work process improvement plan.

The seven-member team sponsored by Encik Nor Halim Hassan, Operations Manager, Butanol Department, comprises Site PTP/RPD Work Process Leader, Nagabushan, as well as designated implementation leaders from all operating units namely Ahmad Rizal b A Rahim (Olefins), M Adamin Ghazalee b Mamat (EOG), Ho Shaw Fong (Butanol), Wan Syahrul Anuar b Wan Zin (Derivatives) and Ahmad Zaki b Daud (Utilities). Also in the team are partner representatives Lian King Hong from the Supply Chain Department as well as A Najib b Turmidi from Finance.

The PTP/RPD work process is one of the "Produce Product, Manage Production" global work processes introduced at OPTIMAL using the standard implementation documented by the Dow Manage Production Resource Centre. It includes assignment of the global roles; implementation of the technology tools; implementation of Maintain System Data (MSD) and Inventory Reconciliation (IR); and substantiated

completion through the use of the "PTP/RPD Implementation Assessment Tool".

The primary focus of the PTP/RPD work process is to identify and document key work processes that impacts business inventories in terms of quantity and cost. To be implemented at all OPTIMAL plants in Kertih, the PTP/RPD work process will create significant value to the business through accurate and timely inventory information; review and reconciliation of

*"The primary focus of the PTP/RPD work process is to identify and document key work processes that impacts business inventories in terms of both quantity and cost."*

production variances; improved efficiency and effectiveness of operations; as well as documentation and leveraging of best practices.

"The successful implementation of the PTP/RPD work process within the stipulated time frame is testimony to our cohesive team effort and commitment in driving OPTIMAL's progression towards world class performance," said Encik Nor Halim.

"I'm confident that as the PTP/RPD work process is implemented at all plants, it would be able to create significant value to benefit plant performance relative to OPTIMAL's long terms business goals," he concluded.

*Contributed by Nor Halim Hassan*

## Improving Communication in the Workplace

**A common** concern among employees in organizations is ineffective communication. One of the worst, yet most frequent, forms of poor communication is giving vague instructions. Being vague leaves a lot of room for error. Employees often spend more time "spinning their wheels" trying to figure out what the management really wants. And, if an error occurs, time is wasted in correcting it.

Many management teams are accused of giving lip service to opening the lines of communication, but when it comes to following through, they fall short. Some companies believe sending memos and posting notices on bulletin boards provide adequate communication. While memos are better than bulletin board postings, they are both rather cold and impersonal forms of communication.

Failing to communicate effectively in the workplace often causes a lack of cooperation, poor accuracy, low productivity, tension, gossip, rumors, increased turnover, absenteeism and tardiness. Here are some tips on improving internal communications for both management and employees:

- Focus on the positive. If managers are quick to tell employees when they do something wrong, but fail to tell them when they're doing a good job, self-esteem and productivity may become low.
- Remember that communication is a two-way street. Managers should expect feedback from employees after providing them certain information. If employees do not offer feedback, then management should query them for any comments or questions. This makes employees feel valued.
- Comments or suggestions made by employees should be attended to and respected by the management. This promotes teamwork and dedication.
- Managers need to be specific in their instructions and ask employees if they fully understand what is required of them.
- Face-to-face communication is vital because employees are more likely to speak up and offer valuable input during one-on-one meetings.
- Practice an open-door policy. Don't just "talk the talk".

*Source: <http://womenswebmagazine.com>*

## OPTIMAL Signs RM8 Million Agreement with Aromatics (Malaysia) Sdn Bhd

**OPTIMAL Olefins (Malaysia) Sdn Bhd** signed a RM8 million agreement involving the supply of 13,000 metric tonnes per annum of Tails Gas to Aromatics (Malaysia) Sdn Bhd.

The signing ceremony was held on Friday, 23 April at the Malaysian Petroleum Club in Kuala Lumpur. OPTIMAL was represented by its Chief Executive Officer, Jim Fitterling and Senior General Manager of Commercial, Ken Jewsbury whilst Aromatics (Malaysia) Sdn Bhd was represented by its Managing Director and Chief Executive Officer, Tuan Haji Mohamad



*Jim Fitterling, CEO of OPTIMAL (right), and Tuan Haji Mohamad Nor Abu Bakar, Managing Director and CEO of Aromatics (Malaysia) Sdn Bhd, sealing the deal with a handshake.*

Nor Abu Bakar and Finance Manager, Puan Zulaini Ahmad.

Also present at the ceremony were OPTIMAL's Deputy Chief Executive Officer, YM Tengku Mahamad Tengku Mahamut and General Manager of Finance, Ravikumaran Nambiar.

Under the 12-year agreement with Aromatics (Malaysia) Sdn Bhd, OPTIMAL will supply Tails Gas via pipeline to Aromatics' plant located within the PETRONAS Petroleum Industry Complex in Kertih.

OPTIMAL's negotiation team for the agreement was led by Ken Jewsbury and assisted by Paul Fong, Business Analyst & Finance Manager.



*One for the album... The signatories and negotiation teams from both OPTIMAL and Aromatics.*

## Visit from PTGA

**On** 5 February 2004, PETRONAS Petroleum Industry Complex (PPIC) received a familiarization visit from the Pahang Tourist Guide Association (PTGA). The 25-member delegation was accompanied by Tuan Haji Ahmad bin Hasim and Encik M Isa bin Ahmad, both from PETRONAS' East Coast Regional Office (ECRO). Activities during the visit included a Corporate Briefing

by PETRONAS at Dewan Seri Delima; a visit to the PETRONAS Petroleum Gallery, the PETRONAS Observation Tower and Kelab Desa Rantau PETRONAS (KDRP); a briefing at OPTIMAL; and finally, a plant tour. The visit ended on a successful note thanks to the cooperation and generous assistance given by PPIC.



*Plant operations briefing by Mohd Yusri Mohamad Yusof.*



*Briefing on OPTIMAL's profile by Encik Yacob Haji A Rahim, Head, HRA Kertih.*

## Chris Davis, Head of PMM Department



**“Embrace** change with enthusiasm and dedication; have the courage to speak up regardless of the positions you hold; and always concentrate on continuous improvement of your skills and work processes.” These are the words of wisdom from Chris Davis, Department Head of the Purchasing Materials Management (PMM) to his colleagues.

Chris, a Dow-seconded who joined the OPTIMAL Group of Companies in October 2002, has over 30 years of experience in the petrochemical industry.

As department head of PMM, Chris is responsible for the

overall operation of the department including purchasing, invoice verification and materials management of site spare parts and chemical additive stores.

Above all, Chris’ main objective is to ensure that the department efficiently and effectively contributes to the profitability and reliability of the Group, aligned to its Managing Implementation (MI) objectives and plans.

To achieve this, he revealed to OPTINEWS that he is focusing on developing and enhancing the skills and involvement of PMM’s personnel and the implementation of effective work processes utilizing the best practices adopted from OPTIMAL’s JV partners.

Upon being asked by OPTINEWS on what drew him to the industry, Chris replied, “With a natural interest in chemical plant operations and supporting services, I have gained wonderful experience and job satisfaction through the unique challenges provided by the scope of the industry, its global influence and interface between a broad range of business activities and talented multicultural people.”

A sports enthusiast who grew up in Australia playing football in the winter and cricket in the summer, Chris said that he is enjoying his stay in beautiful Malaysia where the people are friendly and with many historical sites to visit.

Chris, who shared his life philosophy with OPTINEWS said, “It is important to maintain a good balance between family and work. Be honest, ethical, fair, firm and consistent with the people you deal with. Be respectful and earn trust by doing your utmost to complete what you promise to do.”

## The New HRA GM, Puan Kamaliah Abdullah



**Meet** Puan Kamaliah Abdullah, OPTIMAL’s newly appointed General Manager of Human Resource & Administration (HRA) who took on the post on February 1, 2004.

A PETRONAS-seconded, Puan Kamaliah has been attached to the state-owned corporation for the past 28 years. Before joining OPTIMAL, she was the General Manager of HRA at PETRONAS Carigali, a position she assumed for six years that exposed her to all PETRONAS multinational operations.

Puan Kamaliah told OPTINEWS in an interview recently that her keen interest to work in a multinational organization led her to join OPTIMAL. She finds that managing people of different nationalities and bringing them together for the good of the company would be a challenging task and she hopes to excel in it.

“Managing people is not an easy task

especially if you have employees with multicultural background from different countries. My doors are always open for ideas to further improve operations in the area of HRA. I look forward to working together with each of OPTIMAL’s personnel and achieve further success for the company.”

A mother of three, Puan Kamaliah admitted that managing both her professional life and family is tough, but it has been made easier by the support she continually receives from her husband and children.

When asked about her biggest achievement so far, she said, “To be part of PETRONAS, to see with my own eyes the growth of the company from just a local organization to its present international status with operations worldwide. I am truly proud to be a part of that journey.”

# Purchasing Materials Management Department

The process of establishing the Purchasing Materials Management Department (PMM) began in 1998 and by September 2002, the department was a "running machine" with 37 staff on-hand.

According to Department Head, Chris Davis, "The PMM department plays a crucial role in contributing to the Group's profitability and reliability by purchasing materials and services at overall best value, demanding quality products and performance from our suppliers and maintaining stocks of spare parts fit for purpose. We don't want poor quality, shortages or delays in supply to adversely affect the plant's overall production and maintenance activities."

"With respect to the Group's corporate image, it is the department's responsibility to ensure that the overall procurement process is managed at the highest possible level of professionalism and ethical standards," added Chris.

The PMM department comprises of three units:

- **Purchasing Unit** – in charge of supplier management, negotiation, ordering of raw materials, packaging, equipment and services based on user's requirements.
- **Invoice Verification Unit** – ensures that validated payments are made to various suppliers within the given period.
- **Materials Management Unit** – is responsible in ensuring storage and adequate availability of quality spare parts and chemical additives for the Group.

The PMM department plans to further excel in the coming year and achieve its targets for 2004, namely:

- All three units to fulfill their roles and responsibilities for a successful turnaround.
- To strengthen personnel's sense of direction and achievement through the adoption of work processes and skill development.
- To achieve ISO 9000 certification and implementation of global work practice and empowerment amongst the department's personnel.



Standing from left: Awang Musa, Sabri Abd Ghani, Shamer Sham Affendi, M Zamli Muda, Alias Kurien, Ruslam Muhammad, M Zaimie Sudin, Abd Hamid Jamal, Kamaruddin Karim.

Sitting from left: Nordin Yusof, M Zaidi Ya, Marzuki Muda, M Fadzli Razak, Nik Zawawi Abdullah, Fadhilah Mohd and Kamaruddin Karim.



Standing from left: Yuziharma Ya'cob, Zamri Jaal, Unni Krishnan a/I TK Raman, M Khairil Anuar M Nor, Sakini Abd Ghalib, Bijawati Suriani Omar, E Zani M Husain, Adibah M Hafizudin. Sitting from left: Ahmad Fadzli M Sharip, Sulaiman Saat and Nik Najmoon Nik Mohamed.



Standing from left: Unni Krishnan, E Zani M Husain, M Khairil Anuar M Nor, Wan Zamri Wan Mohamad, Ahmad Fadzli M Sharip.

Sitting from left: Sakini Abd Ghalib, Bijawati Suriani Omar, Sulaiman Saat and Noorizam Johari.



From left: Zamri Jaal, Alias Kurien, Sulaiman Saat and Chris Davis.



Standing from left: Nordin Yusof, Ruslam Muhammad.

Sitting from left: Balaji Natarajan, Zulkifli Atan, Alias Kurien and Srineevasulu.

## A Festivals Celebration to Remember!

**OPTIMAL** Group of Companies continued with its annual tradition when it held the 2004 Festivals Celebration where all of OPTIMAL's personnel were invited to celebrate the country's various festivities such as Deepavali, Hari Raya, Christmas, the New Year and the Chinese New Year.

The celebration, which took place in Kuala Lumpur on January 9 and in Kertih two days later, was one that brought smiles to many of the attendees. Aside from delicious food, good company and entertainment, Jim Fitterling, CEO of OPTIMAL, had also announced the Company's achievements during the event.

### In Kuala Lumpur:

About 45 of OPTIMAL's personnel based in Kuala Lumpur got together for the celebration. As soon as the speeches were delivered, it was time to taste the scrumptious spread and participate in some fun activities.

While dining, OPTIMAL's personnel were treated to a number of live performances with in-house talents led by our very own CEO who displayed his singing prowess when he belted out the classic tune "I Left My Heart At San Francisco".

Hazman Baharum of Finance Department, Lian King Hong of Supply Chain Department and Mohd Rafi Razali of HR Department mesmerized the audience with their renditions, while Roziya Ali of Finance Department caught everyone's attention with her version of Kris Dayanti's "Menghitung Hari".

Next on the agenda were fun party games such as musical chair and cake eating competition which brought out the child in each of the participant. The game of musical chair was won by Sophynatul Mustaffa of Commercial Department and Norhafnizam Ahmad Ghazali of Supply Chain Department.

Next up was the cake eating competition, a tricky contest which required participants to eat a lot of cake and, with their mouth full, try to answer numerous questions! The person

who is able to answer the clearest is declared the winner. It was difficult and fun at the same time, but very worthy for winners Suhaili M Radzi of HR Department and Wahab Joned of Finance Department who walked away with special prizes. With the day nearing to an end, Mr Fitterling gave away 13 lucky draw prizes and was later on voted as the best-dressed men at the event – the winning costume was a blue batik shirt with a unique design. Faezah M Razali of HR Department bagged the women's title in her blue traditional kurong.

The event ended at 6.30 p.m. with a sentimental number from OPTIMAL's Deputy CEO, YM Tengku Mahamad Tengku Mahamut, entitled "Always on My Mind".



### In Kertih:

Two days later, it was time for OPTIMAL's personnel in Kertih to enjoy the festivals celebration. Over 500 personnel attended the luncheon which was held at the parking area adjacent to the administration building.

The celebration began with a welcome remark by Joe Achierno, OPTIMAL's Senior General Manager of Plant, followed by a speech by Mr Fitterling.

Following the speeches, it was time to hit the buffet line where all personnel were treated to an array of delicious food including Satay, Briyani Rice and traditional Raya cookies.



While saying thanks to the OPTIMAL team, Mr Fitterling said, "Internally, you showed more willingness to learn and grow, to take on more responsibility and make OPTIMAL a better place to work in. For your efforts, the management team applaud you."



# The Importance of Butanol



**Butanol**, a four-carbon straight chain alcohol, is a volatile, clear liquid with a strong alcoholic odour and boils at 118°C. It is used as a direct solvent as well as an intermediate in the manufacture of other organic chemicals (e.g. butyl acrylate and methacrylate, butyl acetate, plasticizers, amino resins, butylamines, etc).

Butanol is often used as a direct solvent for paint, coatings, varnishes, gums, dyes, camphor, vegetable oils, fats, waxes, resins, shellac, rubbers and alkaloids. It is also used as a solvent in the purification of polyolefins and alkyd resin coatings. Butanol acts as an intermediate in the manufacturing of other chemicals, esters of herbicides pharmaceuticals and veterinary medicine, as well as a swelling agent in textiles.

Butanol is also used in:

- the manufacturing of safety glass, hydraulic fluids and detergent;
- the manufacturing of antibiotics, vitamins and hormones in which it acts as an extractant;
- the manufacturing of garments from polyvinyl butyral-coated fabric;
- the formulation of brake fluids;
- cement additive to increase the fineness;
- ore floatation agents; and
- melamine formaldehyde resins.

Butanol and its derivatives continue to benefit from the long-term growth of water-based coating formulations of all kinds. Analysts estimate that nearly 70% of all exterior architectural paints and as much as 85% of interior paints are now water-based. For butanol, butyl acrylate and butyl acetate are becoming increasingly important.

*Contributed by Norliana Aida Ramli*

## OPTIMAL Leadership Retreat Meeting

**Themed** “Achieving World Class Performance”, OPTIMAL held its first leadership retreat in Hyatt, Kuantan from 13 to 15 January 2004. Presenters for the three-day event included CEO Jim Fitterling; Deputy CEO YM Tengku Mahamad Tengku Mahamut; Senior General Manager of Plant, Joe Achierno; Senior General Manager, Commercial, Ken Jewsbury; Puan Hartini Haji Abdullah and two presenters from Dow, Mr Bob McCall and Mr Hans J Witt.

Among the objectives of the retreat were to introduce new ways in which OPTIMAL will work and to review the supporting integrated management systems that will need to be developed and implemented to help OPTIMAL achieve its goal of Achieving World Class Performance by 2006. As pointed out by Jim Fitterling, the journey for change will take time, but it will be managed in a systematic and measured fashion. The change starts with the vision, values and strategy as defined in the OPTIMAL MI Plan, but the focus now shifts into the implementation of company wide processes and practices which will help us to achieve and sustain the results outlined in the Plan.

Throughout the three-day retreat, the selected participants were presented with relevant topics such as Case for Change, Change Management, Empowerment, Balance of Consequences and Organization Principles & Redesign. The



*A group photo of participants at the retreat session.*

participants were also put into groups to enable them to discuss issues that arise from the topics presented.

As a whole, the retreat was a success due to the support and active

participation by attendees. It is hoped that the retreat has managed to achieve its objectives which will mark the beginning of OPTIMAL's journey towards becoming a world class player.



*One of the groups in a discussion.*

## Secretary and Office Support Development Program

**On** 23 and 24 February 2004, a talk entitled “Secretary and Office Support Development Program (Progressing from Secretarial Role into Management Position)” was held at Radius Resort Villa, Paka. The talk, organized specifically for secretarial and office support staff, was conducted by Puan Siti Shakinah and Puan Natasha Ira from Gemba Resources.

The objectives of the talk were to enable participants to develop skills to maintain a positive attitude, which can provide higher energy level, greater creativity and improved personality; build good work skills and human relationship in an organization and in teamwork; and enhance their self-confidence and self-esteem. Key topics presented during the two-day event were Roles and Responsibilities in Today's Office Environment; Boss-Secretary Partnership; How to



*One for the album...*

Handle Difficult People; Develop an Attractive Speaking Voice; and Your Executive Image – How to Look Your Best & Project Success.

# Congratulations!

The Health, Safety & Environment Department would like to congratulate OPTIMAL personnel for having successfully achieved all of the targeted Key Performance Indicators (KPI) for the OPTIMAL Performance Incentive (OPI) scheme in the area of HSE, in the month of December.

## A RECAP – “VISION ZERO” ACHIEVED IN 2003!



**O P T I M A L**

# Vision Zero

*...Today and Tomorrow*

For the year 2003, we have attained our “Vision Zero” objective three times based on the following indicators:

- Zero Recordable Injuries & Illnesses
- Zero Off-the-Job Lost Work Days
- Zero Loss of Containment Incidents

## Teamwork... Where Employees Really Learn



**According** to a study involving 1,000 workers conducted by Arc Consulting Inc for the Center for Workforce Development, employees learn better – and more – informally than they do in formal training sessions. “Informally” here means the training that they get on-the-job, while working together with their teammates.

The study lists “teaming” as the most important of 13 informal-learning settings because, by taking part in teamwork, employees:

- **Learn** the importance of shared values and goals. A team works together to achieve the same objective and thus stay united until that objective is realized.
- **Improve** their ability to communicate, persuade, explain a position, listen and resolve conflicts. In order to achieve the shared objective, the teammates will have to resolve their differences and learn to adopt better ways in ensuring a positive and smooth-sailing working environment.
- **Gain skills** that go beyond those used in their everyday jobs, such as presenting, cost-accounting and research. In teamwork, each individual may be designated with certain responsibilities. Thus, each individual must be ready to learn new skills to be able to carry out that responsibility.
- **Acquire more confidence** and self-esteem because they’re better able to see how their work fit into the organization’s goals.
- **Solve problems** by cooperating rather than competing – an approach they can apply to many other workplace situations.

Source: Industry Week

## STARTING THE NEW YEAR...

We did not do too well at the start of year 2004 for there were two serious Loss of Containment (LOC) incidents which took place in January and a Government Enforcement Action by the Department Of Environment (DOE) in February.

In addition, there were three Motor Vehicle Accidents (MVAs) – two off-the-job resulting in days away from work and one

minor business related accident.

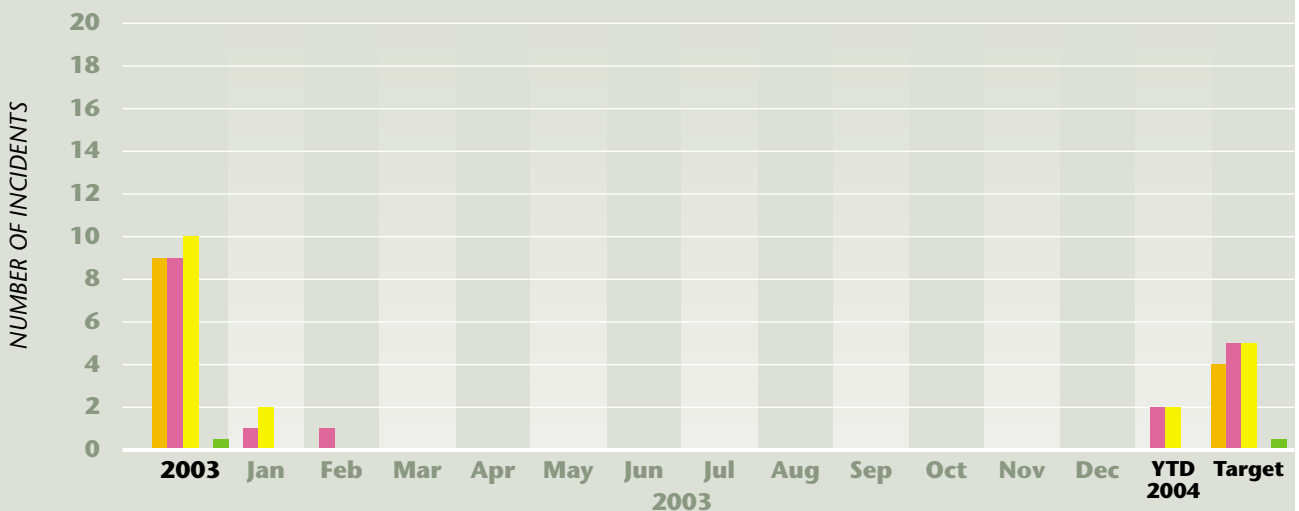
There were no Process Safety events that took place as of end of February, which is similar to the trend recorded last year. Let us work together to increase the number of months where we can achieve "Vision Zero".



## A NEW MILESTONE...

We achieved 7.5 million man-hours without Lost Time Case (LTC) as of end of April 2004.

## KEY PERFORMANCE INDICATORS TREND



MONTHS, YEAR TO DATE & TARGET 2004

■ Property Damage/ Business Interruption (PD/BI)
 ■ Motor Vehicle Accident (MVA)
 ■ Loss of Containment (LOC)
 ■ Non-Compliance Reporting (NCR)
 ■ Injury & Illness Rate (INJ & ILL Rate)

Contributed by Tuan Norimah Tuan A Razak

## NEWBORNS



NO.	STAFF	DEPARTMENT	NAME OF CHILD	BIRTH DATE
1	Imelda Husin	Finance	Muhamad Ali Ikhwan	08.01.2004
2	Abd Malik Othman	EOG	Nadhirah Sumaiyyah	10.01.2004
3	Mohd Shahrul Albakri Abdullah	Maintenance	Ahmad Syazwan	11.01.2004
4	Mohd Nashrun M Nor	Olefins	Mohammad Amer Hafiz	14.01.2004
5	Mohd Zainuddin Abu	Derivatives	Muhammad Luqman Haqim	15.01.2004
6	Normalaliza M Abdul	PMM	Faradeeya	27.01.2004
7	Anuar M Amaji	Olefins	Ainur Izzati	31.01.2004
8	Razib Mohamad	Olefins	Nurdinie Batrisya	01.02.2004
9	Fazida A Azid	Supply Chain	Muhamad Irfan Haikal	06.02.2004
10	M Mokhtar Suleiman	HSE	Nur Aliya Sakinah	09.02.2004
11	Jegathes a/l S Nadarajah	Finance	Saumini Sunita	24.02.2004
12	Yusof Othman	Olefins	Mohd Asdi Haikal	28.02.2004
13	Tengku Mahamad Tengku Mahamut	DCEO	Tengku Muhammad Eshan Tengku Mahamad	03.03.2004
14	Zahari Ali	Utilities	Ahmad Syazwan	03.03.2004
15	Sukri Abd Ghani	Utilities	Nuha Nafisa	16.03.2004
16	M Faisal Hasbi	Derivatives	M Farhan Hakimi	27.03.2004
17	Noorudin Ismail	Distributions	M Amirul Nazrin	04.04.2004
18	Che M Asri Ismail	Maintenance	M Hatimi Husairy	06.04.2004
19	Salihin Azizudin	HSE	Muhammad Adham Aiman	08.04.2004
20	Lutfi Amir Omar	Derivatives	In'am Ridhuwan	19.04.2004

## WEDDINGS



NO.	STAFF	DEPARTMENT	SPOUSE	WEDDING DATE
1	Jamaluddin Zakaria	Utilities	Noorhidayah Md Daud	01.01.2004
2	M Ali Sosi @ Said	Olefins	Noorhalieza Ali	22.01.2004
3	Yusnizam Kadir	Maintenance	W Normirawati W Omar	29.01.2004
4	Mohd Sharin Jaafar	EOG	Nordianis Permin	07.02.2004
5	Irman Yunos	Maintenance	Masnah Husin	21.02.2004
6	Ahmad Nazrimi Abd Rahim	Utilities	Miraney Dania	11.03.2004
7	Rashlimamazizi Ramli	Butanol	Elmiza Harun	18.03.2004

## CONDOLENCES



NO.	STAFF	DEPARTMENT	FAMILY MEMBER LOST	DATE
1	Nawang Rajab	Olefins	Siti Hasnu Rajab (Sister)	08.01.2004
2	Khalidah Najihah Kamarudin	Maintenance	Ibrahim Ali (Grandfather)	25.01.2004
3	Abd Hamid Jamal	PMM	Mohammad Amirul Akhram (Son)	28.01.2004
4	Abd Hafiz Othman	Olefins	Tom bt Saad (Grandmother)	01.02.2004
5	Zamri b Mohamad	HRA	Endung Abd Rahman (Grandmother)	07.02.2004
6	Mazailina Mohamed	HRA	Timah Abdullah (Grandmother)	10.02.2004
7	Amirudin Abdullah	Maintenance	Kelsom Abas (Grandmother)	10.02.2004
8	M Rosnan Osman	HSE	Sharri Yusoff (Grandfather-in-law)	12.02.2004
9	M Rafi A Razali	HRA	Abu Hassan Ishak (Father-in-law)	18.02.2004
10	Anuar Asbu	PTS	Asbu b Said (Father)	24.02.2004
11	Farida Aryani Ismail	Maintenance	Tg Jarah Salim (Grandmother)	27.02.2004
12	Nirmala Devi Palanee	HRA	Liza James (Grandmother-in-law)	29.02.2004
13	Azman Embong	Maintenance	Embong Mat Zin (Father)	07.03.2004
14	Hasnol Mahafiz	Derivatives	(Baby) (Son)	09.03.2004
15	M Alaudin Abdullah	Butanol	Senik Deraman (Grandmother)	09.03.2004
16	M Azahar M Noor	HSEM	Dahlan M Noor (Brother)	10.03.2004
17	M Safarin Jabar	Maintenance	Abd Aziz Deraman (Father-in-law)	13.03.2004
18	M Nur Azlin Ismail	Derivatives	Ismail Chik (Father)	17.03.2004
19	Isham Mohd Noor	Maintenance	Lijah Awang Kecik (Grandmother)	27.03.2004
20	Dzulfadly Mamat	Maintenance	Che Manong Ismail (Grandmother)	03.04.2004
21	M Suhardi Haji Yaacob	Derivatives	Rakiah Mat Sulaiman (Mother)	13.04.2004
22	Harman Arwit	Olefins	Minah Awang (Grandmother)	18.04.2004
23	Hayati Yunus	HRA	Selamah Long (Grandmother)	25.04.2004
24	Rohimah Muda	PMM	Indong Idris (Mother)	26.04.2004

## OPTIMAL, the Futsal Champion!

On 10 and 11 April 2004, OPTIMAL took part in the KSRP Mini Sports Tournament which took place at the Bukit Jalil National Stadium Futsal Court. OPTIMAL sent its Futsal team which comprises eight players and two officers. The tournament was also participated by PETRONAS' 32 subsidiaries from all over Peninsular Malaysia.

OPTIMAL was balloted in Group D and became the group champion after winning six out of seven matches. In the quarterfinals, OPTIMAL beat PRESINT FC with a 4-0 win. Our team managed to move on to the finals after beating PETCHEM East Coast in the quarterfinals with a 2-1 result. OPTIMAL eventually became the overall champion after beating Twin Tower B with a commendable 4-1 win. As it turned out, our winning streak did not stop there. Yusnizam Kadir from Maintenance managed to bag the Best Player Award whilst M Zamani Ismail from Utilities clinched the Best Goalkeeper Award.

Congratulations to both and the whole Futsal team! Keep up the spirit!

The Futsal team comprised of:

Player Names	Department
M Zamani Ismail	Utilities
Sharani Nizam b M Sani	Maintenance
Kamalzuki b Said	Maintenance
Kamaruzzaman b Abdullah	EOG
Yusnizam b Kadir	Maintenance
M Adamin Ghazalee b Mamat	EOG
Baharudin b Mohamad	Maintenance
Ahmad Safri b Jamaluddin	Maintenance



Standing (l-r): Ahmad Safri, Kamalzuki, M Zamani, M Adamin Ghazalee and Zamzuri Abas. Sitting (l-r): Yusnizam, Kamaruzzaman, Sharani Nizam and Baharudin.



(l-r): M Zamani (Best Goalkeeper) and Yusnizam (Best Player).



OPTIMAL and PETCHEM East Coast Team after the prize giving ceremony.

## Jungle Trekking at Labuhan Hill

On 7 February 2004, OPTIMAL's Recreation Club organized its first club event, jungle trekking at Labuhan Hill. Labuhan Hill is part of the National Reservation Forest and is 351 meters above sea level. The overall journey took about 3.5 hours.

All 22 expedition members gathered at Bakau Beach Resort at 8.30 a.m. after a short briefing. At 9.00 a.m., the exciting journey began. The route up hill proved challenging with a 60-degree sloping terrain making the team's ascend difficult. After a rigorous one-and-a-half hour climb, the jubilant team reached the hill summit where they rested and enjoyed the lush surrounding view. They later began their descend back to the Bakau Beach Resort.

The committee members were pleased with the overwhelming support from participants and promised yet another trip in the near future.



Let's rest, shall we?



We made it!



Group photo of all the participants.



I'm hungry!



White sandy beach welcomed the participants' return.

## Inter Department Football Tournament 2004

On 13 April 2004, OPTIMAL held an Inter Department Football Tournament at Padang MPK Kertih and Kelab Desa Rantau PETRONAS (KDRP). The final tournament on 29 April 2004 saw Maintenance beat Derivatives with a narrow 3-2 win. The winning team's goals were contributed by M Suffianur Hardy, who scored two goals, and M Sharul Al Bakri. Derivatives managed to secure second place thanks to Kamaruzzaman and

M Zunaria who scored both goals for the team. Below is the full result of the tournament:

Place	Department
Winner:	Maintenance Department
First Runner-Up:	Derivatives Department
Second Runner-Up:	Utility/Lab/Distribution
Third Runner-Up:	HR/IT/HSE/PTS/PMM/Security

# Ethylene Glycol

*The Essential Ingredient in Our Everyday Life*



**Ethylene Glycol (EG)** is the main ingredient in producing polyester resins. The combination of polyester and natural fibres produces industrial and consumer products such as:

- Apparel, home furnishing fabrics, carpeting and fibrefill that are strong, durable and resistant to wrinkles and stains.
- Tires, seat belts, flexible belts and ropes.
- Fibreglass.
- Containers for packaging soft drinks, food, and personal care.

**EG is also a common ingredient found in:**

- Engine coolant and de-icing solutions for cars, airplanes and boats
- Photographic developing solutions
- Hydraulic brake fluids
- Inks used in stamp pads, ballpoint pens and print shops
- Chip compounds
- Solvents in the paint and plastic industries.

OPTIMAL manufactures 385,000 tons of EG per annum, in which 50-60% are exported annually, mainly to Southeast Asian countries and China where total demand exceeds 3,000,000 MTPA.



**O P T I M A L**

## **OPTIMAL Group of Companies**

OPTIMAL OLEFINS (MALAYSIA) SDN BHD • OPTIMAL GLYCOLS (MALAYSIA) SDN BHD • OPTIMAL CHEMICALS (MALAYSIA) SDN BHD

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