



### UPCOMING EVENTS

**January 13, 2021**

Zoom Meeting  
Plan for the Future

**January 21, 2021**

Zoom Webinar  
*2021 Global Economy Outlook*  
Robert C. Fry, Jr., PhD  
Robert Fry Economics LLC

**February 10, 2021**

Zoom Meeting

**March 10, 2021**

Zoom Meeting  
Past Presidents' Night

Please visit the LASCT website -  
[www.lasct.org](http://www.lasct.org) - for information.

### JANUARY BULLETIN

*Plan for the Future*

**January 13, 2021**

#### ZOOM MEETING

### Water-based Binder for Surface and Weather Tolerant Wood Trim Paints



**SPEAKER: Latoska N. Price**

*Coatings Application Manager  
Synthomer*

#### Speaker Bio:

Latoska N. Price, Coatings Application Manager at Synthomer, has worked in the Coatings Industry for several years in the areas of Automotive, Industrial, Architectural and Color Science. She earned her B.S. Chemistry from University of Detroit – Mercy and an M. S. Polymer Technology from Eastern Michigan University.

### MEETING DETAILS:

LOCATION: Your Location

TIME: Speaker 5:30 pm

RSVP: Please RSVP by 10:00 a.m. Tuesday, January 12  
A link to the Zoom Meeting will be sent to you.  
lasct@earthlink.net or call (714) 998-1891

## MONTHLY DRAWINGS:

Door Prize      Gift Card  
Attendance      \$ 525.00

### October Meeting Winners:

Door Prize      Sudha Katariya, *Alexander Technical Institute*  
Best Question      Kevin Egan, *Behr*  
Attendance      \$ 500.00      Kevin Burrows, *EPS (Not Present)*  
Ugly Sweater      Eunice Leung, *DSM (\$25.00 Amazon Gift Card)*  
Trivia Winners      Kevin Egan, *Behr Paint (\$25.00 Amazon Gift Card)*  
                         Cheryl Robinson, *Behr Paint (25.00 Amazon Gift Card)*  
                         Linda Rogers, *Alfa Creative (\$25.00 Amazon Gift Card)*

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## SPEAKER AND TOPIC

*(cont'd from page 1)*

### PROPOSED NEW MEMBERS

#### Local Membership

Thomas Farrell, *AC Products*

#### Student Membership

Amanda Tsai, *Cal Poly SLO*

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## LASCT ZOOM WEBINAR - JANUARY 21

### *2021 Global Economy Outlook Webinar*

Robert C. Fry, Jr., PhD, Chief Economist  
Robert Fry Economics LLC

Dr. Robert Fry will discuss the outlook for the global economy, with emphasis on the U.S. economy and markets of particular interest to the coatings industry. He will focus on the timing and strength of the rebound from the 2020 recession. Among the topics covered will be Gross Domestic Product, industrial production, motor vehicle sales, housing starts, inflation, and interest rates.

See details on page 5.

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## 2021-2022 LASCT SCHOLARSHIPS

Students interested in applying for an LASCT Scholarship for 2021-2022 are encouraged to submit an online application at <https://applyforgrants.calfund.org/SpectrumWebPortal/Accounts/Logon/Profile/Accounts>.

For application guide and questions, please contact Ida Lin, Scholarship Committee Chair, at PPG Industries by email at [idajlin@Yahoo.com](mailto:idajlin@Yahoo.com).

## GOOD FELLOWSHIP NEWS

*To report any new "happenings", please contact the Derek Marin, Good Fellowship Chair at [dmarin@vistapaint.com](mailto:dmarin@vistapaint.com) or the LASCT Office at (714) 998-1891, or by email at [lasct@earthlink.net](mailto:lasct@earthlink.net).*

## EMPLOYMENT

Companies in the coatings industry are hiring! Employment opportunities are posted on the LASCT website at [lasct.org](http://lasct.org). Postings are updated regularly.

## LASCT BOARD OF DIRECTORS

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### Vice-President

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### LASCT OFFICE

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Website: [www.lasct.org](http://www.lasct.org)

## WESTERN COATINGS SYMPOSIUM 2021

The 35th Biennial Western Coatings Symposium and Show will be held October 17-20, 2021. The WCS Board is planning for an in-person show at the Paris Las Vegas Hotel in Las Vegas.

The 2021 Sponsorship Opportunities will be available for purchase on a first come, first served basis Tuesday, January 12 at 9:00 am (PST) at [www.westerncoatings.org](http://www.westerncoatings.org). The WCS Technical Committee is seeking technical presentations for the Symposium. Enclosed find the technical "Call for Papers."

Stay current on what is happening with the planning of the 35th Biennial Western Coatings Symposium and Show at [www.westerncoatings.org](http://www.westerncoatings.org).

### THANK YOU

Dear LASCT Scholarship Committee,  
I just wanted to take a moment to thank you all again for awarding me the Dave Kittredge Award; the scholarship will go a long way to offsetting the cost of my education, and I wanted to express to you all my gratitude.

I hope you all and your families are staying safe and healthy, and I hope you all enjoy a wonderful holiday season ahead.

Regards,  
Brandon Pesson

### INDUSTRY NEWS

**Lorama Group International and JF Shelton Announce Distribution Agreement with Hydrite®.** Lorama Group International and JF Shelton are pleased to announce their Western USA and Mexico distribution agreement with Hydrite® Chemical Co. effective January 1st, 2021.

As subsidiaries of Lorama Group Inc, both Lorama Group International and JF Shelton will leverage Lorama's robust laboratory capacity of 40 lab technicians, USA and international sales teams, and our international logistics office to assist our customers with Hydrite's highly functional portfolio of additive solutions. This

includes Hydrite's diverse line of Suppressor™ and Patcote™ foam control solutions.

"Lorama Group and Hydrite have been working together for many years through our ongoing business relationship with Lorama's subsidiary distributor Specialty Chemical Sales. The new territory additions will further strengthen our technical and commercial position with Hydrite within North and Central America" said Jake Jevric, Corporate Vice President at Lorama Group.

Jon Murnik, Vice President - Manufactured Products for Hydrite, commented, "We are excited about the distribution agreement with Lorama Group International and JF Shelton. We know them as an outstanding organization and trusted industry leader with a proven track record of performance and reliability in serving customers. This agreement will allow our customers to benefit from expanded sales support throughout North America with additional technical resources, knowledge, and industry expertise. Through this agreement, we will leverage our integrated resources for nimble and flexible operations, diverse product offering, dedicated lab support, and expanded supply chain."

**Lorama Group International and JF Shelton are pleased to announce their North and South America distribution agreement with HS Chem effective January 1st, 2021.**

As subsidiaries of Lorama Group Inc, both Lorama Group International and JF Shelton will leverage Lorama's robust laboratory capacity of 40 lab technicians, USA and international sales teams and our international logistics office to assist our customers with HS Chem's highly functional portfolio of Amide and Polyethylene additives and anti-settling agents.

"Our partnership with HS Chem is an exciting addition to our value offering. HS Chem's post-add anti-settling line is an extensive range of highly functional anti-settling and suspending agents that fit perfectly within our deep solvent rheology expertise in the CASE market. With the addition of HS Chem, we have further enhanced our position to continue to offer our customers unsurpassed service and value." said Jake Jevric, Corporate Vice President of Lorama Group.

### [LASCT IS NOW ON FACEBOOK!](#)

Search for Los Angeles Society of Coatings Technology page on Facebook. Check it out to view upcoming social events and historical photos. If you'd like to add something to the page, feel free to contact your Board of Directors.

**LASCT IS NOW ON LinkedIn!**

Los Angeles Society of Coatings Technology now has a page on LinkedIn. Check it out to view upcoming events and information regarding the coatings industry.

**MARK YOUR CALENDARS!**

Please mark your calendars for the February Meeting which will be held on Wednesday, February 10, 2021. As always, meetings are held on the second Wednesday of each month. See you there!

Gilbert Zubiato  
2020-2021 LASCT Secretary



Visit [www.lasct.org](http://www.lasct.org) for more information regarding upcoming meetings, events and job postings.



**January 21, 2021**

**2021 Global Economy Outlook Webinar**

Dr. Robert Fry will discuss the outlook for the global economy, with emphasis on the U.S. economy and markets of particular interest to the coatings industry. He will focus on the timing and strength of the rebound from the 2020 recession. Among the topics covered will be Gross Domestic Product, industrial production, motor vehicle sales, housing starts, inflation, and interest rates.



- ❖ **Robert C. Fry, Jr., PhD, Chief Economist,  
Robert Fry Economics LLC**
- ❖ **Webinar Date: Jan 21, 2021**
- ❖ **Time: 1-2 pm, Pacific Time**

Robert Fry is Chief Economist of Robert Fry Economics LLC, where he analyzes and forecasts the global economy to guide business decision-makers. Robert publishes a monthly newsletter, *Current Economic Conditions*, and speaks on the economic outlook to corporate leadership teams, customer/supplier events, and trade association meetings. Until retiring in 2015, Robert was Senior Economist at DuPont, where he analyzed the global economy and its impact on DuPont, published a monthly newsletter sent to thousands of DuPont employees and customers, and made more than 800 speeches on the economic outlook to DuPont senior management, business teams, customers, and trade associations. While at DuPont, Robert and his colleague Bob Shrouds were named among the top economic forecasters by Bloomberg, USA Today, and the Wall Street Journal. In 2005, they won the prestigious Lawrence R. Klein Award for Blue Chip Forecasting Accuracy, making the DuPont Economist’s Office the only three-time winner of the award. Robert is currently a member of the Consensus Economics, Wall Street Journal and CNBC survey panels. He is a monthly guest on Money & Politics in Delaware, a weekly radio show, and has taught Managerial Economics to MBA students at the University of Delaware. In 2018, Robert was elected a Fellow of the National Association for Business Economics in recognition of his outstanding service as a professional business economist and his contributions to the field of business economics. He joins an exclusive group that includes four Nobel laureates and the last four Chairs of the Federal Reserve. Robert received his Bachelor’s degree in Economics from Ohio University and his Master’s degree and PhD in Economics from Harvard University. Robert has served on the boards of seven non-profit organizations, including the National Association for Business Economics, the nationally recognized Charter School of Wilmington, and the Honors Tutorial College at Ohio University. He would welcome the opportunity to use his board experience and knowledge of the global economy by serving on the Board of Directors of a for-profit company.

**Free to LASCT Members. For non-members, please see below for registration fees. Register on LASCT website ([www.lasct.org](http://www.lasct.org)), or email LASCT to sign up no later than January 19, 2021 to get your webinar link at: [LASCT@earthlink.net](mailto:LASCT@earthlink.net)**

- \$0 - One LASCT member registration for online Global Economy Outlook Webinar.
- \$27.50 - One Non-LASCT member registration for online Global Economy Outlook Webinar.
- \$55.00 - LASCT annual standard membership which includes free online Global Economy Outlook Webinar and free future online seminars. (Same for the \$10.00 – Student/Educator/Retired annual membership)
- \$100.00 – LASCT non-member 5 pack registration for Global Economy Outlook Webinar.

**THE LOS ANGELES SOCIETY FOR COATINGS TECHNOLOGY /**   
**www.lasct.org**

### **SCHOLARSHIP PROGRAM**

The Los Angeles Society for Coatings Technology has for several years awarded scholarships to encourage the academic training of people with the expressed hope that the recipients seriously consider working in the Southern California Coatings Industry.

1. Scholarship candidates residing within the boundaries of the LASCT will be given preference over those living outside stated boundaries, as defined in Section 25 of the LASCT Constitution and ByLaws.
2. The applicant must be planning to pursue a course of study leading to an AA, BA, BS, MS, or PhD in physical science, engineering, or mathematics. Students majoring in some aspect of coatings technology will have preference over those majoring in other phases of science, engineering, or mathematics. Provided funds are available, applicants pursuing a degree in other areas related to the coatings industry will also be considered.
3. Merit evaluation will be based upon the candidate's college transcript, or upon college board entrance examination (SAT or ACT) results if the applicant has not previously attended college.
4. Applicants meeting the above qualifications are eligible for the consideration. Scholarships will be awarded in the order of priority listed below:
  - a. Any person currently employed in the coatings industry and who is a member, or could qualify as a member, of the LASCT.
  - b. Children of members, or of persons who could qualify as members, of the LASCT.
  - c. Other relatives of members, or of persons who could qualify as members, of the LASCT.
  - d. Persons not now in the Southern California area coatings industry or related to such persons, but who would like to train for possible future employment in the coatings industry.
5. Scholarships will be awarded on a one year basis.
6. Renewal of scholarships will be contingent upon continued interest in pursuing a degree and maintaining a 3.0 grade point average (A=4.0), and continued availability of LASCT scholarship funds.
7. Evaluation of applications for scholarships and scholarship renewals will be made by the LASCT Scholarship Committee. Scholarship Committee recommendations must be approved by the LASCT Board of Directors. All decisions of the Board of Directors of the LASCT in any matter connected with the scholarship competition are final.
8. Letters of application for scholarship or scholarship renewal will be solicited in November of each year. Scholarship applications for the 2021-2022 academic year must be received **online** by the Scholarship Committee prior to March 28, 2021. Applications are to include the required transcripts, college entrance board examination results, and essay where applicable along with any other pertinent information. All awards will be announced at the LASCT meeting in June or July. Please submit your completed Scholarship Application package **online** at:

<https://applyforgrants.calfund.org/SpectrumWebPortal/Accounts/Logon/Profile/Accounts>

For application guideline and questions, please contact:

Ida Lin

PPG Industries

Phone: (678) 373-6450

[idajlin@yahoo.com](mailto:idajlin@yahoo.com)

Please cc: [lasct@earthlink.net](mailto:lasct@earthlink.net)



## 35th Biennial Western Coatings Symposium (WCS)

October 18 - 20, 2021

Paris Hotel, Las Vegas, NV

[www.westerncoatings.org](http://www.westerncoatings.org)

The Western Coatings Symposium (WCS) is seeking technical presentations to be considered for the 35th WCS. Sponsored by the Arizona, Golden Gate, Pacific Northwest and Los Angeles Societies for Coatings Technology, the WCS will be held at the **Paris Hotel, Las Vegas, NV, on October 18 - 20, 2021.**

**If your abstract is selected for presentation, you will receive a Free Full Show Registration for the WCS. To qualify for the Free Show Registration the speaker must stay at one of the host hotels.** You can get into all WCS events free of charge including the big party-Sunday Reception, panel, keynotes, exhibition floor, and 110 technical presentations. To ensure the best quality of presentations, our abstract selection process is highly selective.

### WCS Technical Presentations Requirements

The WCS Committee is seeking technical presentations focused on the newest innovations, regional and global trends of the industry. We welcome presentations for:

- New Chemical / Coatings Technologies (Ink, Adhesives, Architectural, Plastics, UV, General Industrial, Construction, Aerospace)
- New Market and Product Trends
- Leadership, Management, Sales and Marketing, and M&A Insights
- New Supply Chain, Operations, IT, ERP, Manufacturing, and Environmental/Regulatory Developments

**The WCS presentation session is a technical focus event. Please make sure your abstract and presentation content is not promotional or commercial in character, to avoid rejection or having presentation stopped.**

Those interested should submit:

1. **100-200 Word Abstract: No Commercial Product Names, please**
2. **Presentation Title: No Commercial Product Names, please**
3. **Author and Speaker Name(s)**
4. **Speaker Biography: 100 Words Max**
5. **Company Name**
6. **Speaker's Email**
7. **Speaker's Cell Phone Number**
8. **Word Document. No PDF, please**

- Please submit the above information no later than **April 14, 2021**. Limited space is available.
- Speakers will be notified of acceptance by **May 28, 2021**.
- Following acceptance, completed presentations must be submitted by **July 16, 2021**.

### Abstract Submission Process

Please email your submission / questions to our WCS Technical Program Co-Chairs:

- **Larry Teachout:** Phone: 714-545-7101, Ext 2691. Email: [LTEACHOUT@BEHR.COM](mailto:LTEACHOUT@BEHR.COM)
- **Kevin Egan:** Phone: 714-545-7101, Ext 2334. Email: [KEGAN@BEHR.COM](mailto:KEGAN@BEHR.COM)

**Thank you for supporting the 2021 WCS!** WCS Office: 714-974-4511. Email: [westerncoatings@earthlink.net](mailto:westerncoatings@earthlink.net)