



UPCOMING EVENTS

February 10, 2021

Zoom Meeting
Women's Career Panel
Jeopardy Game

March 10, 2021

Zoom Meeting
Past Presidents' Night

April 14, 2021

Zoom Meeting
Bosses' Night

May 12, 2021

Zoom Meeting
Awards Night

Please visit the LASCT website - www.lasct.org - for information.

FEBRUARY BULLETIN

February 10, 2021

ZOOM MEETING

Women's Coatings and Chemicals Career Panel

PANELISTS:



Dr. Aleta Richards
Senior VP
Sales & Marketing
Covestro



Eva O'Keefe
Vice President
of Sales
Azelis Case West



Rudi Heshmatzad
Sr. Business
Development Manager
Behr Paint



Karmen Nash
Senior Program
Manager
Quaker Houghton



Kym Johnson
Senior VP
Global HR
Quaker Houghton

Join us at our February meeting for a leadership panel with five outstanding female leaders of our industry. The objective of this panel is to give insight for women in the coatings and chemical industry towards career advancement. The wisdom and the leadership vision from the panelists will be beneficial to ALL of us (men and women) and for all career levels.

Detailed information can be found on pages 4-6.

MEETING DETAILS:

LOCATION: Your Location

TIME: Career Panel 5:30 pm

RSVP: Please RSVP by 10:00 a.m. Tuesday, February 9
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 \$ 540.00

October Meeting Winners:

Door Prize Derek Kolby, *TCR Industries*
Best Question Eunice Leung, *DSM*
Attendance \$ 520.00 Hai Ni, *Behr Process (Not Present)*

PROPOSED NEW MEMBERS

Student Membership

Isabel Lambert, *Cal Poly SLO*
Issac Hong, *Cal Poly SLO*

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>.

First time logon requires the password Coatings2021. For application guide and questions, please contact Ida Lin, Scholarship Committee Chair, at PPG Industries by email at idajlin@Yahoo.com.

GOOD FELLOWSHIP NEWS

WITH SYMPATHY

Anthony Sam Rumfola. Anthony, also known as Tony, a member of the Greatest Generation, passed away peacefully at his home January 15, 2021 just 12 days shy of his 94th birthday. Tony was the past president of the SCPCA, "Southern California Paint Coatings Association" in 1980-1981 and again in 1986-1987. He received the LASCT Honorary Member award and the Outstanding Service award recipient. Our deepest sympathy to his family and the TCR Industries family.

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

EMPLOYMENT

Companies in the coatings industry are hiring! Employment opportunities are posted on the LASCT website at lasct.org. Postings are updated regularly.

WESTERN COATINGS SYMPOSIUM 2021

The 35th Biennial Western Coatings Symposium and Show will be held October 17-20, 2021 at the Paris Las Vegas Hotel in Las Vegas.

The WCS Technical Committee is seeking technical presentations for the Symposium. Enclosed find the technical "Call for Papers."

Exhibit hall tabletop sales are open on a first come, first served basis. [Click here](#) to check out the 2021 Exhibit Hall floorplan.

View the available 2021 Sponsorship Opportunities at www.westerncoatings.org.

Stay current on what is happening with the planning of the 35th Biennial Western Coatings Symposium and Show at www.westerncoatings.org.

LASCT BOARD OF DIRECTORS

President

Gregory Dancy
Epmar Corporation

Vice-President

Sudha Katariya
Alexander Technical
Institute

Treasurer

Trushita Patel
Azelis Americas

Secretary

Gilbert Zubiata
Behr Paint

First Past President

Alexander Hughes
J.F. Shelton Company

Second Past President

Eva M. O'Keefe
Azelis Americas

Society Liaison

Robert Scrimger
Behr Process

LASCT OFFICE

P.O. Box 3633
Orange, CA 92857

Phone: (714) 998-1891

Fax: (714) 974-4318

Email: lasct@earthlink.net

Website: www.lasct.org

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 March Meeting which will be held on Wednesday, March 10, 2021. As always, meetings are held on the second Wednesday of each month. See you there!

Gilbert Zubiate
2020-2021 LASCT Secretary



Visit www.lasct.org for more information regarding upcoming meetings, events and job postings.



Women’s Coatings and Chemicals Career Panel

Come join us at the Los Angeles Society For Coatings Technology (LASCT) leadership panel with 5 outstanding female leaders of our industry. The objective of this panel is to give insight for women in the coatings and chemical industry towards career advancement. The wisdom and the leadership vision from the panelists will be beneficial to ALL of us (men and women) and for all career levels.

Our Panelists



Dr. Aleta Richards

Senior Vice
President, Sales &
Market
Development,
Coatings, Adhesives
& Specialties North
America

Covestro



Eva O’Keefe

Vice President of
Sales
Azelis Case West



Rudi Heshmatzad

Sr. Business
Development
Manager

BEHR Paint
Company



Karmen Nash

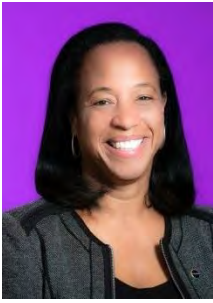
Senior Program
Manager
Quaker Houghton



Kym Johnson

Senior Vice
President Global
Human Resources
Quaker Houghton

- **Moderator:** Rachel Capsavage, Technical Account Manager, IMCD US, LLC
- **Start Time:** 5:30 pm, Pacific Time
- **RSVP:** Please RSVP by 10 am PT, Tuesday, Feb 9. A link to the Zoom Meeting will be sent to you. Email LASCT at: LASCT@earthlink.net or call (714) 998-1891



Dr. Aleta W. Richards, Senior Vice President, Sales & Market Development, Coatings, Adhesives & Specialties North America, Covestro LLC

Aleta Richards is head of the Coatings, Adhesives & Specialties (CAS) sales and market development business unit for Covestro LLC. Having started her career at Covestro (then part of Bayer) in 1990, Aleta is well acquainted with the organization and has 30 years' experience in marketing, sales, product management, human resources and general management. She has held various leadership positions with time spent in HR and in the Polycarbonates, Polyurethanes and Inorganic Basic Chemicals businesses. A Pittsburgh native, Aleta received both her bachelor's degree and M.B.A. in marketing and international business from the University of Pittsburgh. She has also received a Doctorate in Business Administration from Georgia State University, with concentrated study connecting design thinking and organizational change. Aleta continues to support the Pittsburgh community, with a focus on educational opportunity, as the Vice President of Operations for the PBAN Board of Directors, a group dedicated to ensuring diversity within the PITT Katz Business School MBA Program, and as a Board member of the Pittsburgh Promise, a non-profit providing opportunities for Pittsburgh Public School students to obtain degrees from regional colleges and universities. Her focus on education also extends outside of Pittsburgh as she has recently joined the Board of Distinguished Visitors for Westminster College.



Eva M. O'Keefe, Vice President of Sales, Azelis Case West

Eva M. O'Keefe graduated from the University of Florida with a dual degree in Industrial and Systems Engineering. She later attended the Graziadio School of Business at Pepperdine University where she got her MBA. She also went to UCLA Extension to study Microbiology. Eva was also accepted into various engineering and businesses honor societies such as Alpha Pi Mu, Tau Beta Pi, and Beta Gama Sigma. Eva has been in the chemical industry since 1993 working for manufacturing companies such as GE Betz, ANGUS Chemical, and Arch Chemicals selling biocides. In her tenure at Arch, she conducted numerous plant hygiene audits, and was a presenter for CALPOLY Pomona and the WCS. Later in her career, Eva moved to chemical distribution where she was Vice President of Strategic Accounts for IMCD. In her current role, she is Vice President of Sales for Azelis Case West and product manager for anti-microbials and minerals. Eva lives in San Clemente with her husband Sean and her daughter Sofia. Her son is away studying at Vanderbilt University as a Freshman. Eva is the current Second Past President of the LASCT. In her free time, she enjoys doing her peloton bike, yoga, traveling and dining with her family.



Rudi Heshmatazad, Sr. Business Development Manager, BEHR Paint Company

Rudi Heshmatazad is a Sr. Business Development Manager with responsibility for Adjacent Growth Initiatives, Merger & Acquisition, and New Product Development and Commercialization Strategy for BEHR Paint Company. She previously served as Marketing Product Manager, Portfolio Manager, as well Sr. Research & Development Chemist in the coatings industry since 2007. In 2005 Rudi left her home country—Iran—in pursuit of life, liberty, equality, and opportunity. She earned her Master's degree in Conservation and Restoration of Archaeological Monuments and Relics Heritage and her Bachelor's degree in Chemistry before taking the leap and moving to America. In 2010 she earned MBA with distinction from DeVry University, Keller Graduate School of Management in Irvine, California. Rudi is deeply compassionate and regarded as a thought leader across the coatings industry. Rudi leverages a unique approach by applying technical principles to achieve enterprise goals with an emphasis on predictability, affordability, and sustainability. She brings unique insights on how to break the mold with new innovations across marketable products, services and solutions. Her methods deliver previously unknown profitable revenue streams for business partners and shareholders. She is passionate about challenging the status quo, raising the bar for herself and others. Rudi embraces the philosophy to feel comfortable with being uncomfortable – taking chance on life with all the many uncertainties that come with it. She is an agile learner and has immense thirst for exploring new ideas and ventures beyond existing norms. In her free time, she finds ways to ground herself by doing yoga, hike, spending time in nature. She enjoys travelling the world and experience different cultures. She enjoys baking and sharing slice of her freshly baked Pie or tart with friends over a freshly brewed coffee or tea.



Karmen Nash, Senior Program Manager, Quaker Houghton

Karmen began her career with the Quaker Houghton (formerly Quaker Chemical) in 1997 as a Technical Service Specialist in the automotive industry-focused Chemical Management Services (CMS) division of the company. CMS by its nature is an extremely customer intimate business with associates stationed full-time and fully integrated at customer sites in order to focus on inventory management of chemical products, process fluid maintenance/management, and wide-ranging total cost of ownership (TCO) savings programs. Since joining the company twenty-three years ago, Karmen has held numerous roles of increasing responsibility: Technical Service Specialist, Site Engineer, Site Manager, Program Manager, and now Senior Program Manager. As Senior Program Manager, she manages a team of forty (40) associates covering nineteen (19) individual CMS programs for customers within the automotive industry. Though a dynamic position that includes system/process management, people management (motivating and developing), and contract negotiation, problem-solving is Karmen's favorite part of the job. Karmen and her team pride themselves on taking ownership of customer issues and working together to do the right thing day in and day out. Karmen's passion for helping others succeed, and women in particular, is evident in numerous ways. Her passion comes in large part from her family – she has 19 nieces, daughters, and granddaughters. In an effort to encourage and inspire the women in her family, she writes a quarterly "love letter" celebrating their uniqueness. In association with General Motors and the National Wildlife Federation, Karmen participates in STEM programs at local grade schools. She has organized and lead workshops for the Quaker Houghton women's affinity group, Women's Inclusion Network (WiN), formerly Women of Quaker (WoQ). Karmen is an active member of several industry groups, including: Women in Manufacturing (WiM), the Association of Women in the Metal Industries (AWMI), Great Designs in Steel, the National Deep Draw Research Group (NADDRG), the Automotive Women's Alliance Foundation (AWAF), and the Association of Iron and Steel Technologies (AIST). In 2019, Karmen was recognized by Women of Quaker for her excellence and many contributions with the "Achievements in Her Field" award.



Kym Johnson, Senior Vice President Global Human Resources, Quaker Houghton, CHRO

As an experienced global leader, Kym has been responsible for designing and implementing lasting human capital strategies to drive business growth. Earning a Bachelor degree in chemistry from the University of Delaware, Kym entered the workforce with FMC Corporation as a chemist. While she enjoyed the sciences, she was passionate about helping people do their best in their work and made a career change to Human Resources and earning a Master in HR from Rutgers University. Engaging with leaders to find the best strategies to engage their teams and get the most from the employment experience is a passion for Kym. Kym's nearly 30 year experience in the chemical industry has spanned 3 companies and multiple continents. While at FMC, she progressed through a series of roles with increasing responsibility including first time assignments such as starting a strategic communications function, a global talent management function and a platform for HR excellence in Asia, which included a five-year residence in Shanghai, China. Her roles and continued development led her to the head of HR role at FMC where she put in place a centralized HR function and was the HR M&A lead for the sale of a legacy business as well as a complicated spin-off of a strategic business. In 2015 Kym joined Houghton International as Chief Human Resources Officer with a focus on growing this global company and putting in place contemporary processes and employment dynamics. Much of the last 5 years has been focused on the successful combination of Houghton International with Quaker Chemical which occurred in August of 2019 resulting in a new company Quaker Houghton based in Conshohocken, PA where Kym is the CHRO.

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

Please cc: lasct@earthlink.net



35th Biennial Western Coatings Symposium (WCS)

October 18 - 20, 2021

Paris Hotel, Las Vegas, NV

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
- **Kevin Egan:** Phone: 714-545-7101, Ext 2334. Email: KEGAN@BEHR.COM

Thank you for supporting the 2021 WCS! WCS Office: 714-974-4511. Email: westerncoatings@earthlink.net