



NEWS RELEASE

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Red Spot president to speak at World Trade Council meeting

Charles D. Storms, president and CEO of Red Spot Paint and Varnish Co. Inc., will present "Meeting Global Trends for Automotive Coatings" at the monthly meeting of the Tri-State World Trade Council scheduled for 11:30 a.m. to 1 p.m. on Thursday, August 17, in Carter Hall, University Center, University of Southern Indiana. Storms, who joined Red Spot in 1966 as manager of the Lacquer Research Department, was named president in 1973 and assumed the roles of chairman, president, and CEO in 1993.

Storms has written technical papers and articles related to the coating business and speaks at national and international conferences and seminars. He has held leadership positions in the Society of Plastic Engineers, the Society of Manufacturing Engineering, the Association for Finishing Processes, the Society of Vacuum Coaters, and the National Paint and Coating Association. Within the Evansville community, he has been a leader in the United Way, YMCA, Metropolitan Evansville Chamber of Commerce, Federal Reserve Bank - Louisville branch, University of Evansville School of Business, and Indiana University Graduate School of Business.

Red Spot was founded in 1903 by Storm's great-grandfather. The company entered the international marketplace in 1959 and by the early 1960s was successfully conducting business with Japanese electronics companies. Red Spot employs 500 people. A quarter of the employees work in research and development and have created processes for applying abrasion-resistant coatings on a variety of auto parts. Red Spot now sells paints and other coatings to auto makers on six continents competing with industry giants like DuPont Co. and Germany's BASF AG.

This event is part of a program series offered by the Tri-State World Trade Council that seeks to encourage international trade within firms from this area. Trade Council programs and workshops provide an opportunity for members to network and learn how Indiana firms can effectively market overseas. The council is an affiliate of the University of Southern Indiana Office of Extended Services. Cost for lunch is \$10 for members and \$15 for non-member; there is an additional \$5 fee for reservations made after August 14. For reservations, call 812/464-1864, fax 812/465-7061, or e-mail extserv.usi.edu.