



Axalta, Penn State and Jeff Gordon Partner to Drive Home the Importance of STEM and Business Education

Press Conference Briefing Book

AXALTA AND PSU PRESS CONFERENCE CONTACT LIST

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Bios

Charles W. Shaver Chairman & CEO

Mr. Shaver is Chairman of the Board and Chief Executive Officer of Axalta Coating Systems. With over 33 years of leadership roles in the global petrochemical, oil, and gas industry, he was most recently the Chief Executive Officer and President of the TPC Group. Mr. Shaver also served as Vice President and General Manager for General Chemical, a division of Gentek, from 2001 through 2004 and as a Vice President and General Manager for Arch Chemicals from 1999 through 2001. Mr. Shaver began his career with the Dow Chemical Company serving in a series of operational, engineering and business positions from 1980 through 1996. He has an extensive background of leadership roles in a variety of industry organizations, including serving on the American Chemistry Council Board of Directors, the American Chemistry Council Finance Committee, the American Coatings Association Board of Directors and the National Petrochemical and Refiners Association Board and Executive Committee. Mr. Shaver currently serves as a member of the Board of Directors for US Silica (NYSE: SLCA) and Taminco, Inc. (NYSE: TAM). He earned his B.S. in Chemical Engineering from Texas A&M University.



Bios

Eric J. Baron President, Penn State

Dr. Eric J. Barron, former dean at Penn State and former president of Florida State University, began his presidency at Penn State on May 12, 2014. He was named the 18th President of Penn State by the University's Board of Trustees Feb. 17, 2014.



Barron returned to Penn State from the helm at Florida State, bringing with him nearly 35 years of leadership experience in academic administration, education, research, and public service, and a track record as a talented manager of fiscal policy within large and complex institutions. Dr. Barron led Florida State to two consecutive U.S. News and World Report rankings as the nation's "most efficiently operated" institution of higher education.

He earned a bachelor of science degree in geology at Florida State in 1973 before moving on to the University of Miami, where he earned master's and doctoral degrees in oceanography, in 1976 and 1980, respectively. Barron spent 20 years of his career at Penn State, serving as dean of the College of Earth and Mineral Sciences from 2002 to 2006, and as founding director of the Earth System Science Center, one of the first major initiatives focused on the total study of Earth as a system, from 1986 to 2002. In 1999, he was named Distinguished Professor of Geosciences at Penn State, and during his tenure as director, Industry Week magazine ranked him among "50 R&D Stars to Watch."

An accomplished scientist with a long background in atmospheric research, Barron served as director of the National Center for Atmospheric Research (NCAR) from 2008 to 2010 and as dean of the Jackson School of Geosciences at the University of Texas at Austin from 2006 to 2008. Early in his career he was a postdoctoral research fellow and scientist at the National Center for Atmospheric Research in Boulder, Col.

Over the decades, Barron has lent his significant expertise in the areas of atmospheric science and the geosciences to many national committees and federal organizations, including contributions as chair of the National Oceanic and Atmospheric Administration's (NOAA) science advisory board and nearly 20 years of service as the chair of multiple National Research Council committees and boards. Throughout his career he has earned numerous accolades and awards, including Penn State's Wilson Award for Excellence in Teaching (1999); the National Aeronautic and Space Administration's (NASA) Distinguished Public Service Medal (2003); and the Bridge Builders Leadership Award from the Martin Luther King Foundation of Florida (2012).

He is a Fellow of the American Geophysical Union, the American Meteorological Society, the Geological Society of America, and the American Association for the Advancement of Science. He has authored more than 125 peer-reviewed papers in geology, oceanography and climate issues.

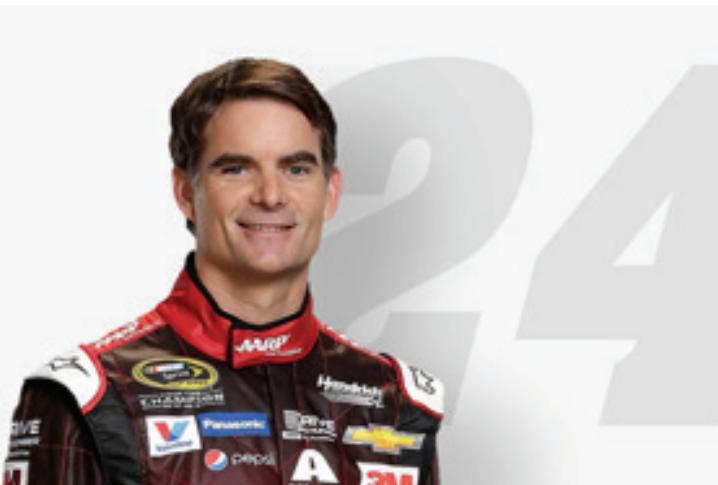
Bios

JEFF GORDON DRIVER

Four-time NASCAR Sprint Cup champion Jeff Gordon opens the 2015 season with crew chief Alan Gustafson for the fifth consecutive year. In 2014, the duo posted four wins, 14 top-five finishes, a series-leading 23 top-10s and three pole positions – including Hendrick Motorsports' 200th of all time – on the way to a sixth-place result in the Chase for the NASCAR Sprint Cup. Gordon extended his streak to 22 consecutive seasons with a pole and 22 straight years of scoring 11 or more top-10s – both of which are the longest current streaks among active drivers.

Gordon caught the racing bug when he was 5 years old, eventually winning the 1979 and 1981 Quarter Midget national championships and following that up with championships in the 1990 USAC Midget division and in the 1991 USAC Silver Crown division. In 1991, Gordon caught the attention of team owner Rick Hendrick during the March Nationwide race at Atlanta Motor Speedway and Hendrick signed the youngster to come on board to drive the No. 24 DuPont Chevrolet in 1992.

Gordon's first start in the Cup Series in November 1992 signaled the changing of an era as it was Richard Petty's final NASCAR event. In his first full-time Cup season in 1993, Gordon became the first driver to ever win rookie of the year honors in NASCAR's top two series (now-XFINITY Series 1991) and became the first rookie in 30 years to win a qualifying race at Daytona International Speedway. In 1994, Gordon continued to check off milestones by posting his first career win in May at Charlotte Motor Speedway and capturing the inaugural Brickyard 400 at Indianapolis Motor Speedway. Gordon became the youngest champion in NASCAR's modern era in only his third full season. Gordon also took home the championship trophy in the 1997, 1998 and 2001 seasons. During those years, Gordon's notable statistics included becoming the youngest driver to ever win the Daytona 500 in 1997, earning 13 wins in the 1998 season – tied the modern-era records with 13 wins and four wins in a row - became the youngest driver in history to achieve 50 wins in 2000 and recorded sixth straight wins at Watkins Glen International.



Gordon's championship in 2001 made him only the third driver to win more than three championships at the time. In 2004, Gordon became the only stock car driver to win at Indianapolis four times and became only the fourth driver in motor sports history to win at the racetrack. 2007 was a season that created milestones for Gordon; he finished with 30 top-10s – a single season record for the most top-10s in the modern era – set an all-time record for most career restrictor-plate wins (12) and moved to sixth all-time in wins (81) and fourth all-time in career poles (63). Prior to the start of the 2015 season, Gordon remains first in restrictor-plate wins, but now ranks third all-time in wins (92) and third in all-time poles (77).

Gordon's on-track successes are many but his notable endeavors aren't just limited to race day. Off the track, Gordon, wife Ingrid, daughter Ella and son Leo live in Charlotte, North Carolina. Thankful for his two healthy children and his successful career, Gordon seeks to help children gain their own victories over pediatric cancer through the work of the Jeff Gordon Children's Foundation. Gordon began supporting organizations such as the Leukemia & Lymphoma Society early in his career after Ray Evernham, then Gordon's crew chief, learned his son had been diagnosed. In 1992, Gordon took his support a step further and established his foundation in hopes of helping children facing critical illnesses realize their dreams. What started as a small project driven by one special child has grown into an organization that has granted nearly \$15 million for children's charities.

Through the years, Gordon has been dedicated to making a difference in the lives of children. The four-time NASCAR Cup Series champion has established a long-term relationship with Riley Hospital for Children in Indianapolis – providing funding for new construction, equipment and, most recently, contributing \$1.5 million to establish The Jeff Gordon Foundation Pediatric Cancer Research Laboratory.

The Jeff Gordon Children's Hospital at Carolina's Medical Center-Northeast opened its doors in Concord, North Carolina, in December 2006. Gordon actively participates in the continued growth of the hospital, providing funding for state-of-the-art equipment as well as spending time with patients and their families.

Bios

Charles H. Whiteman

John and Becky Surma Dean
of the Smeal College of
Business, Penn State

The John and Becky Surma Dean of the Penn State Smeal College of Business, Charles Whiteman oversees all aspects of one of the largest business schools in the nation. Smeal offers highly ranked programs to more than 5,000 students at all levels; supports the research activities of faculty members in six academic departments; is home to a network of leading research centers in business; and features an alumni network of more than 75,000 Smeal graduates around the world.



Whiteman, who has more than 34 years of experience in higher education and business, assumed the leadership position at Smeal in July 2012. Prior to joining Penn State, he was senior associate dean for the Tippie College of Business at the University of Iowa.

During a career that began as an instructor at the University of Iowa in 1980, Whiteman advanced through the faculty ranks to become a chaired professor and served in a variety of administrative roles, including chair of the Department of Economics, director of the Institute for Economic Research, and interim dean.

Whiteman holds a Ph.D. in economics from the University of Minnesota and a bachelor's degree in economics from the University of Kansas. His academic expertise is in macroeconomics, econometrics and economic forecasting. He has conducted research that has been supported by a number of grants from the National Science Foundation, published dozens of academic papers, written two books and served as associate editor of several economics journals. He also has advised the state of Iowa's Department of Management on economic issues and served as a visiting scholar at the Federal Reserve Banks of Kansas City, Atlanta, Cleveland and Minneapolis.

Whiteman's initiatives for the Smeal College include developing a program to enable more non-business majors to learn business fundamentals, increasing quality online offerings and increasing participation by students in study abroad programs.

Bios

Amr S. Elnashai The Harold and Inge Marcus Dean of Engineering, Penn State

Fellow of the British Royal Academy of Engineering, Amr Elnashai is the Dean of Engineering at the Pennsylvania State University, and the Harold and Inge Marcus Chair of Engineering. He was previously head of the Department of Civil and Environmental Engineering at the University of Illinois at Urbana-Champaign, USA and the Bill and Elaine Hall endowed professor in the same department. Previously, he served as Director of the NSF multi-institution interdisciplinary Mid-America Earthquake Center (2004-2009) and Director of the NSF Network for Earthquake Engineering Simulations (NEES) Laboratory at Illinois (2002-2009).

Amr obtained his Bachelor of Science degree from Cairo University, followed by M.Sc. and Ph.D. degrees from Imperial College, University of London. Before joining the University of Illinois in June 2001, Amr was Professor of Earthquake Engineering and Head of Division at Imperial College (1985-2001). He has been Visiting Professor at the University of Surrey, UK, since 1997. Other visiting professor appointments include the University of Tokyo, the University of Southern California, and the European School for Advanced Studies in Reduction of Seismic Risk, Italy.

Amr's technical interests are multi-resolution distributed analytical simulations, network analysis, large-scale hybrid testing and field investigations of the response of complex networks and structures to earthquakes. He has produced more than 250 research publications, comprising over 140 refereed journal papers and many conference papers, keynote and prestige lectures (including the Nathan Newmark Distinguished Lecture), research reports, three books and several book chapters, magazine articles and earthquake field investigation reports. Amr has supervised 45 Doctoral and over 100 Master of Science theses. Many of his students hold significant positions in industry, academia and government in over 14 countries.



Bios

Olga Vinogradova Student, Penn State College of Engineering

Olga Vinogradova is a junior majoring in chemical engineering in the Penn State College of Engineering and a scholar in Penn State's Schreyer Honors College.

She is currently an undergraduate researcher in Dr. Wayne Curtis' lab, specializing in membrane protein expression. She also has worked as an undergraduate researcher in Dr. Thomas Wood's lab investigating biotechnology and biofilms.

Vinogradova serves as the coordinator for the 200-level Math Tutoring Center, which is part of Penn State Learning, and has previously held the position of head mentor with the Engineering Orientation Network (EON). In the summer of 2014, Vinogradova was awarded both the BioFellowship Award from the Department of Chemical Engineering, and the Junior Gateway Scholar Award from the Schreyer Honors College. In the fall of 2014, she was awarded the Aura Lee Supina Memorial Scholarship and the Hana M. Helfferich Scholarship, both of which were awarded by the Department of Chemical Engineering.

In addition to her numerous academic affiliations, Vinogradova is also an active member of the American Institute of Chemical Engineers (AIChE) and the Penn State Women's Water Polo Club Sport.



PRESS CONFERENCE MEDIA ALERT

For Immediate Release

*****MEDIA ALERT*****

Axalta, Penn State and Jeff Gordon Unveil New Partnership Details and Specially Designed Race Car at 3:45pm on Tuesday, April 14

WHO:

Jeff Gordon, four-time NASCAR Cup Series champion
Charlie Shaver, Axalta Coating Systems Chairman and CEO
Eric J. Barron, Penn State President
Charles H. Whiteman, Dean of Penn State Smeal College of Business
Amr Salah Elnashai, Dean of Penn State College of Engineering
Olga Vinogradova, junior, chemical engineering, College of Engineering

WHAT:

Press conference and campus celebration, including a short on-campus drive by NASCAR driver Jeff Gordon in a specially designed car.

WHEN:

3:45 p.m. on Tuesday, April 14

WHERE:

Smeal College of Business (map), 210 Business Bldg., University Park, Pa.

Members of the media are asked to arrive in the following designated parking areas no later than 3:30 p.m. on April 14.

- Non-broadcast media: Parking is available at the East Parking Deck (map).
- Broadcast media: Please park vans in lot Green G (map) across Shortlidge Road from the Business Building. Overflow media van parking will be in lot Yellow E (map) at the corner of Shortlidge and Curtin Roads.
- Additional parking is available in Penn State's Stadium West lot (map) and in the Jordan East lot (map).

WHY:

To officially launch the partnership between Axalta and Penn State, featuring special guest, Jeff Gordon, to drive awareness and support for STEM and business education. Details of the partnership will be shared at press conference and the specially branded race car that Gordon will drive at the “Axalta ‘We Paint Winners’ 400” will be unveiled. Gordon will also drive the new car through the campus to the Berkey Creamery, for a special ending to the day. Learn more about the car’s route and the event at the Creamery [here](#).

WHO SHOULD ATTEND:

Members of the media are invited to attend all activities. PSU students, alumni, family and friends are encouraged to join us on campus for the parade and at the Creamery.

PARTNERSHIP PRESS RELEASE

For Immediate Release

Axalta, Penn State and Jeff Gordon Partner to Drive Home the Importance of STEM and Business Education

Press Conference to Unveil Details of Program and Special Project will be Held at University Park Campus on Tuesday, April 14

Philadelphia, Pa. – April 1, 2015 - Axalta Coating Systems, a leading global manufacturer of liquid and powder coatings, and Penn State today jointly announced a partnership that will include an on-campus press event and special learning opportunities with Jeff Gordon and his team at Pocono Raceway. The program, designed to drive awareness and support for STEM and business education, will focus on students currently engaged in the study of engineering and business.

"Engineering is an integral part of the racing industry, as it translates into practical applications we use every day," said Charlie Shaver, Axalta Chairman and CEO. "We are proud of our 23-year motorsports partnership with Hendrick Motorsports and Jeff Gordon and are honored to have the opportunity to support Penn State University's curricula with this special program. It is crucial to many industries, including Axalta's, to have access to skilled engineers and business leaders, and Penn State is providing the specialized programs needed to prepare them for the future."

The April 14 on-campus event will include a visit by Gordon, a student pep-rally and an unveiling of the No. 24 Hendrick Motorsports Chevrolet SS paint scheme that Gordon will drive at Pocono Raceway in the June 7 NASCAR Sprint Cup Series (NSCS) race named the "Axalta 'We Paint Winners' 400."

"The relationship between Penn State and Axalta offers our students the opportunity to learn about careers in business and engineering fields from the leaders of a global player based right here in Pennsylvania," said Penn State President Eric J. Barron.

"Helping students toward career success is of critical importance to the Penn State experience, and partnerships such as this are another way of giving our students special, hands-on opportunities to learn about their fields of study and the job market."

A four-time NASCAR Cup Series champion, three-time Daytona 500 winner and five-time Brickyard 400 champion, Gordon also has been a champion of STEM education for many years.

PARTNERSHIP PRESS RELEASE

"Supporting STEM education and future business leaders is vital to our future," said Gordon. "I depend on the mechanical engineers on my team to make sure that my racecar is in top form for every race. Linking STEM education to the technology behind successful racing is important. I'm proud to partner with Axalta and Penn State on this exciting program."

About Axalta Coating Systems

Axalta is a leading global company focused solely on coatings and providing customers with innovative, colorful, beautiful and sustainable solutions. From light OEM vehicles, automotive refinish and commercial vehicles to electric motors, buildings and pipelines, our coatings are designed to prevent corrosion, increase productivity and enable the materials we coat to last longer. With more than 145 years of experience in the coatings industry, the 12,000 people of Axalta continue to find ways to serve our more than 120,000 customers in 130 countries better every day with the finest coatings, application systems and technology. For more information visit www.axaltacoatingsystems.com and follow us @axalta on twitter.

About Penn State University

Penn State is a major, public Research I university with 24 campuses across the Commonwealth of Pennsylvania and the online World Campus, dedicated to the three-fold mission of teaching, research and service. The University is ranked annually as one of the best universities in the United States and the world. Pennsylvania's sole land-grant institution, Penn State educates nearly 100,000 students each year in more than 160 baccalaureate degree programs and more than 160 graduate degree programs. One of the nation's leaders in research expenditures, Penn State collaborates with industrial, educational and agricultural partners to create, disseminate, integrate and apply knowledge that is valuable to society. The Penn State Alumni Association is the world's largest organization of its kind with 174,000 dues-paying members. The University also includes Penn State Great Valley School of Graduate Professional Studies, Penn State College of Medicine at The Penn State Milton S. Hershey Medical Center, Penn State Law (University Park), Dickinson Law (Carlisle), Penn State World Campus (online programs), and the Pennsylvania College of Technology. Visit www.psu.edu for more information.

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