BRINGING

The Value of

168®

to Our Community
What is the Value of 168?

The Value of 168 is a statement of the corporate philosophy of RPM. This figure, often cited by our founder, Frank C. Sullivan, literally represents the number of hours in a week. On a deeper level, it serves to remind us of his belief that we are born with two great gifts: life and the time to do something with it.

The Value of 168 signifies RPM’s enduring commitment to our fellow employees, customers, shareholders and the communities in which we live and conduct business. This commitment springs from an ethos woven into our culture. It is evident in the stimulus of a work environment characterized by empowerment, accountability, opportunity and respect. The care that goes into building and sustaining long-term relationships with those we serve and with whom we interact, including our communities. The refusal to compromise on quality. The integrity that ensures results the right way.

The Value of 168 is the essence of RPM.
Dear RPM Northeast Ohio Stakeholders,

The Value of 168 is a centerpiece of the corporate culture of RPM International. It reminds us to use the time we are given on this earth to do the best we can... with our families, with our business and with our communities.

As a corporate citizen, we recognize that we have responsibilities to many constituents. For our shareholders, we seek to give them superior returns on their investment and have done so, significantly outpacing both the Standard & Poor’s 500 and our peer group in total return over multi-year periods. For our employees, we recognize the need to provide a nurturing work environment, and have done so with benefits that include both a defined pension plan and 401(k) match, outstanding health care benefits and a matching program for charitable gifts. With customers, we seek to provide high value with long-term relationships, and our success in achieving this goal is evidenced by our leading market share positions across most of our brands. We also recognize that we need to make a positive impact on the communities where we work and live.

Like most businesses, RPM provides cash contributions to a number of worthy non-profits in our community. In our case, we have donated or pledged nearly $7 million to approximately 350 organizations over the past five years. More importantly, RPM often multiplies the value of its cash contributions with the human energy necessary to fulfill unmet needs, launch new ideas in community service and bring private sector expertise to bear in the non-profit sector. Our community involvement is not just signing checks; it’s partnering with select non-profits to deliver programs and services to constituents that go well beyond the impact of monetary donations.

We focus our community involvement on areas where we feel we can make a difference, and where we believe there is the greatest need: education, health and human services, community service, civic affairs and the arts.

While this booklet chronicles the activities of our corporate staff of less than 100 people, these endeavors are multiplied by 13,000 employees, operating in more than 300 cities around the world. All of our more than 60 operating companies have their own corporate contribution budgets that they employ to make a difference in their own communities. Here in Northeast Ohio, nearly 1,000 RPM employees at our Tremco Incorporated, Euclid Chemical Company and Day-Glo Color Corp. subsidiaries further the impact that RPM has on the community through their own involvement in a wide variety of civic endeavors, as well as separate corporate contributions.

We are proud of RPM’s impact on our community and are pleased to share some of the results with you.

Sincerely,

Frank C. Sullivan
Chairman and Chief Executive Officer

Randell McShepard
Vice President – Public Affairs
It is no secret that American education is falling behind the rest of the industrialized world, ranking 18th among 24 nations in a 2009 study. This situation is even more dire among major urban school districts, including the Cleveland Metropolitan School District (CMSD), which is currently considered on Academic Emergency by the State of Ohio. The implications of a future workforce with a sub-standard education are challenging for American business, industry and institutions. Not all the news is grim, however, as reflected in programs launched and supported by RPM people.

“RPM support has enabled Progress with Chess to initiate and perpetuate a program in the Cleveland Schools that has provided chess instruction to over 500 students per year for the last 12 years. Their friendly and knowledgeable staff has assisted us with managing our events and they are always willing to give helpful advice.”

– Mike Joelson, President
Progress with Chess
RPM executives championed and helped fund the formation of the Cleveland School of Science and Medicine (CSSM) at John Hay High School in 2006 and remain financially supportive and involved on its board of directors today. From the beginning, this CMSD high school, located adjacent to Cleveland’s University Circle complex of hospitals and cultural institutions, marched to a different drummer. It has its own board of directors made up of business, health care and education executives. It benefits from funding by corporations and foundations, in addition to public support. Its 400 college preparatory students, grades 9-12, receive hands-on learning opportunities afforded through The Cleveland Clinic Foundation, University Hospitals of Cleveland, Case Western Reserve University and six other health care and academic partner institutions that help assure that students are well-prepared for college study in the science and health fields.

The rigorous study regimen at CSSM, including extended hours and Saturday classes, coupled with high-quality educators and “adjunct” teachers from neighboring institutions, has resulted in 99 percent of CSSM graduates continuing their education in college since the school’s inception. Further, 85 percent of graduates have received some or total scholarship support. Since its inception, CSSM has been designated Academically Excellent by the State of Ohio and has been named “One of America’s Best High Schools” by U.S. News and World Report.

Cleveland School of Science and Medicine

RPM International’s investment of time, talent, and treasure has made a WORLD of difference in the lives of our students and teachers. RPM employees, even at the most senior of levels, have invested their personal time into advancing the rigor of our school’s curriculum and to help establish creative programming and mentorships for students and externships for teachers. The capital investment has made possible teacher development with the best national resources available. RPM has made us a winner!”

– Edward Weber, Principal
Cleveland School of Science and Medicine

Progress with Chess

Research has shown that playing chess can have a dramatic positive impact on a grade school or high school student, including improved proficiency scores, higher academic achievement, greater emotional intelligence and enhanced self-esteem. This fledgling program, founded by Mike Joelson, was “adopted” by RPM in 2001 as its first corporate sponsor and was then launched in collaboration with select K-8 CMSD schools.

Currently, some 35 schools support the program, including 20 in the CMSD and inner ring suburbs. Total participants are well beyond the 500 students in the CMSD who participate annually. The curricula includes chess camps, a scholastic chess league and about 40 tournaments per year. Joining RPM in sponsoring Progress with Chess are Forest City Enterprises, The Cleveland Foundation, George Gund Foundation, United Black Fund, CMSD, The Black Shield, Cleveland Police Patrolmen’s Association and the Cleveland Public Library.
Other Support

- Baldwin Wallace University
- Breakthrough Schools
- Case Western Reserve University
- Cleveland State University
- College Now
- Esperanza, Inc.
- Friends of Cleveland School of the Arts
- Urban Community School

The University of Akron

RPM’s relationship with The University of Akron goes well beyond traditional charitable involvement and represents a true partnership. The company and university share coatings research expertise, with RPM providing significant monetary contributions. Included in the partnership is RPM’s funding of the Corrosion Protection Chair on behalf of its Carboline subsidiary. The university offers the country’s only undergraduate degree program in corrosion protection.

With The University of Akron Research Foundation, a confidentiality agreement allows full information sharing between the research and development departments of many of RPM’s operating companies and the university’s research programs. RPM also contracts with the university for paid research, primarily through the Department of Polymer Science and Department of Civil Engineering. The university also provides paid testing services on products manufactured by many RPM subsidiaries.

The partnership extends beyond engineering and science, with business school students serving as interns in the company’s audit department and information technology students also interning with RPM.

“RPM is a strategic partner with The University of Akron, engaging both faculty and students in creating technology advances vital to RPM’s business success and sharing in forging other alliances that support the economic growth of Northeast Ohio.”

   – Dr. Luis M. Proenza,
   Chief Executive Officer
   The University of Akron

Cuyahoga Community College

For the past decade, RPM’s Information Technology (IT) department has teamed up with Cuyahoga Community College (Tri-C) to support an internship program that provides a full year of real world experience in Internet application development, website development and online order management, among other IT functions. More than 25 students have participated in the program, with five of them becoming full-time employees of either RPM or its operating companies.

In another partnership with Tri-C, RPM sponsors the Veterans Services Center at Brunswick University Center in Medina. The Center helps veterans navigate the requirements of the U.S. Department of Veterans Affairs to obtain their educational benefits and assists them in developing career plans and enrolling in workplace training programs.
BRINGING

The Value of

168° to the Arts

One of Greater Cleveland’s leading assets is its vibrant arts community, including the unique Rock and Roll Hall of Fame and Museum, a symphony orchestra that is among the top five in the world and a highly ranked art museum. Additionally, the area thrives with a myriad of neighborhood arts organizations, as well as arts educational institutions.

“RPM has been a tremendous partner to Near West Theatre since 1999. Support for our programs, operations, and capital campaign includes the provision of financial support, in-kind products, technical assistance, and campaign fundraising leadership. Most recently, RPM stepped forward to partner with us in the pursuit of utilizing a radically unique energy model for our new building. RPM’s ongoing investment in our mission is a powerful gift that has allowed our organization to grow and flourish and promises to carry its impact into our future.”

– Stephanie Morrison-Hrbek, Executive Director
Near West Theatre
For well over a decade, RPM’s support of the Rock Hall and its programs, especially our award-winning educational activities, has made a significant difference, both at the museum and in the community. At the same time, Frank Sullivan’s role, as both a board member and our chairman, has provided the institution with immeasurable leadership as we moved from the startup years into a growth era with our renovations, the construction of our library, and the regular return of the inductions to Cleveland.”

– Terry Stewart, Immediate Past President and CEO
Rock and Roll Hall of Fame and Museum

Gordon Square Arts District/ Near West Community Theatre

Cleveland’s Detroit/Shoreway neighborhood is being transformed through the Gordon Square Arts District, which revolves around three historic theatres, including the Capitol Theatre, Near West Theatre and Cleveland Public Theatre. These theatres are anchoring some $500 million in economic development in the neighborhood. In addition to providing significant financial support, RPM executives, including Chairman Emeritus Thomas C. Sullivan, have helped lead the project to transform this Cleveland neighborhood.

Rock and Roll Hall of Fame and Museum

Since its opening in 1995, the Rock Hall has welcomed more than nine million visitors from around the world and generated $1.7 billion in economic impact in Greater Cleveland. More than 50,000 students and educators each year take advantage of the Rock Hall’s learning programs. In addition to significant financial support, RPM Chairman and CEO Frank C. Sullivan has served on its board of trustees and chaired the organization.

Other Support

• Beck Center for the Arts
• The Cleveland Institute of Art
• Cleveland Institute of Music
• The Cleveland Orchestra
• Cleveland Zoological Society
• Great Lakes Science Center
• Great Lakes Theater Festival
• Karamu Theater
• The Music Settlement
• Young Audiences of Northeast Ohio
Playhouse Square

Playhouse Square is the largest performing arts center in the United States outside of New York City. Its diverse theatrical offerings entertain more than one million people each year, and its education programs reach 60,000 students annually. Playhouse Square Foundation also serves as an engine of economic development through restoration of office buildings and public spaces located on a growing geographical footprint. RPM provides ongoing financial support to Playhouse Square Foundation and supported the “Power of Three” campaign, which strategically aligned Playhouse Square, The Cleveland Playhouse and the Cleveland State University Theater Program.

The Cleveland Museum of Art

With more than 45,000 objects in its collection, the Cleveland Museum of Art is one of the largest and most highly regarded art museums in the world. It provides some $140 million per year in economic impact to the community, and its recent $385 million renovation and expansion generated an additional $600 million in economic impact from 2005-2012. The museum offers a wide array of educational programs for students of all ages. RPM is a proud corporate member of the museum and provides annual financial and civic support.
While joining an established organization and helping it continue its mission is both necessary and laudable, the challenges and effort involved in startup situations require even greater effort and commitment. Over the years, RPM people have been instrumental in launching charitable endeavors in Greater Cleveland to fulfill an unmet need.
For nearly 20 years, RPM has served as both a financial and strategic partner to City Year Cleveland. We are grateful for RPM’s commitment to our work in keeping Cleveland’s at-risk youth in school and on track to graduation. RPM has served as the keeper of the Bicentennial Commission’s gift to Cleveland – an organization powered by young people committed to national service and serving our community.”

— Phillip M. Robinson, Jr., Executive Director & Vice President
City Year Cleveland

City Year

This program involves young people in community service at 21 locations around the country. The Cleveland program, which RPM executives helped launch in 1996, has graduated more than 850 young adults who have provided nearly 1.5 million hours of service. Graduates who complete 1,700 hours of service are given a $5,500 Segal AmeriCorps Education Award to attend college, along with a modest living stipend. Today, the 50 participants in City Year Cleveland are partnering with the Cleveland Metropolitan School District to provide tutoring and mentoring and to serve as role models to children attending public schools in Cleveland.

Bluecoats of Medina County

Modeled after a program started in Cuyahoga County in 1956, Bluecoats of Medina County was formed in 2003 by RPM executives and other business leaders who participated in the Cuyahoga County Bluecoats program. Bluecoats serves the families of safety personnel who lose their lives or become disabled in the line of duty by providing cash payments, financial assistance for housing and help in accessing Federal, state and local resources available to them. Safety personnel covered include police, paid and volunteer firefighters, emergency medical services technicians and sheriff’s department deputies.
Health and human services represent critical community needs, especially for those who are below the poverty level or with minimal means. RPM people work with both established and traditional organizations, as well as entrepreneurial service providers, to improve the quality of life for many in the Greater Cleveland Community.
Malachi House

Malachi House was founded by Fr. Paul Hritz, priest at St. Malachi Church, and Catherine “Kaki” O’Neill, sister of RPM Chairman Emeritus Thomas C. Sullivan, in 1988. At that time, the founders envisioned a home-like setting where compassionate people would provide dignified care and attention to terminally ill individuals who would otherwise die alone and in poverty. Since then, more than 1,842 residents have spent their final days in this loving home. Malachi House receives no government support and relies on contributions of individuals, corporations and foundations to fulfill its mission. In addition to corporate contributions, many RPM executives have provided both financial support and personal involvement to Malachi House over the years.

“Since we welcomed our first resident 25 years ago, RPM has selflessly supported Malachi House every step of the way, helping us care for our residents when they needed us the most. RPM’s steadfast commitment to our home – and to the Greater Cleveland community as a whole – demonstrates its philanthropic desire to provide a legacy of compassion where we all live, work and play.”

– Mary Kay Stahley, R.N., Executive Director Malachi House Inc.

Other Support

- Achievement Centers for Children
- American Heart Association
- American Red Cross
- Catholic Charities
- The Centers for Families & Children
- Fairview Hospital
- Greater Cleveland Council, Boy Scouts of America
- Medina County Community Fund
Cleveland Clinic

RPM has had a long history of engagement with Cleveland Clinic, including service on its board of trustees. The company and the Sullivan family have established an Endowed Chair at the Digestive Disease Institute and have contributed to the Eddie Brandon Endowed Chair for Juvenile Diabetes at the Lerner Research Institute.

RPM has been closely linked with the Cleveland Clinic Children’s Hospital for well over a decade, including leadership of its annual golf outing and support of the annual HeartThrob Ball. Led by RPM President, Ronald A. Rice, for the past 12 years, and supported by several of his RPM colleagues, the golf outing has raised more than $2 million during this time.

United Way

RPM has been recognized as a Pacesetter (increased giving by at least 5 percent annually) by United Way of Greater Cleveland for the last decade, and is among a relatively small group of Cleveland-area companies in this group. Randell McShepard, RPM vice president – public affairs, is a prior board member, and Randall Korach, president of RPM’s Building Solutions Group, is a current board member. RPM designates 10 percent of its annual United Way giving to United Way of Medina County, making RPM one of the largest United Way contributors in Medina County.

“Cleveland Clinic is fortunate to have enjoyed a long philanthropic relationship with RPM and grateful for the example set forth by the Sullivan Family. In addition to many other efforts, the Cleveland Clinic Children’s Hospital Golf Outing is a success thanks to the dedicated leadership of Ron Rice and the tremendous support from RPM over the years. RPM is a true example of servant leadership in Northeast Ohio.”

— Armando Chardiet, Chairman
Cleveland Clinic Philanthropy Institute
RPM is a holding company with a corporate staff of less than 100 people in a business that employs about 13,000 individuals. The vast majority of the company’s employees work for one of its more than 60 operating units, all of which have their own corporate contribution budgets and areas of community service for their associates.

RPM brings the Value of 168 to its communities, both in its hometown and around the world.
RPM International Inc. owns subsidiaries that are world leaders in specialty coatings, sealants, building materials and related services for industrial and consumer markets. RPM’s industrial products include roofing systems, sealants, corrosion control coatings, flooring coatings and specialty chemicals. Its consumer products are used by professionals and do-it-yourselfers for home maintenance and improvement and by hobbyists. Founded in Cleveland in 1947, RPM is headquartered in Medina, Ohio. The company is traded on the New York Stock Exchange under the symbol RPM.