Bio

Born July 25th, 1980 in Moab, Utah to Thomas and Violet Redd. Thomas Edway Redd was a well known Auto Dealer in the area, having held all of the domestic nameplates at some point over the years. Like his father before him, he took to working at the family Car Dealership at an early age. The Redd’s of Utah were part of the original Mormon pioneers and are specifically recognized for helping settle what is now San Juan County Utah.

Violet H. Redd was born and raised in Northern Arizona in the Kaibeto Chapter of the Navajo Nation and areas of what later became Lechee Chapter after the Federal land exchange creating the city of Page. Violet was a well known and respected member of the Utah Navajo Community and did much to introduce modern beauty techniques to other Navajo Ladies becoming familiar with the world off the reservation. Violet H. Redd passed away in July of 1984 while Shawn was only 3 years old.

As the son of a widowed single parent, Shawn grew up in the car business at Tom Redd Chevrolet and later Redd Motors of Cortez, Colorado which also included the Chrysler, Plymouth, Dodge, and GEO nameplates. After transferring to Mesa Elementary school in the First Grade to be closer to the family business allowed Shawn to work several hours each day after school while his father was ready to go home.

In 1994 Redd Motors was sold under pressure from General Motors and its Project 2000 which closed dealerships all across the country. The following year Shawn’s older brother tragically committed suicide while attending Utah University. This left Shawn as the remaining heir to inherit Redd/Lichee Corporation a company organized on the Navajo Nation to advance economic development and help Navajo Communities by their late mother Violet. The company had been dormant for years but with the help of his family while attending high school in Cortez Shawn negotiated a Business Site Lease with the Navajo Nation for a property just across the four corners in Shiprock, New Mexico. Shortly after graduating high school Shawn worked with the Navajo Nation and its Business Industrial Development Fund at the Division of Economic Development to secure financing of a new Auto Parts Store to be developed at the lease. Using family labor to cut costs Shawn successfully opened Napa Auto Parts of Shiprock in may of 2000.

With only one small private garage in a 30 mile radius, working seven days a week and squeezing margins Shawn built one of the better performing stores in Genuine Parts Companies Albuquerque Region. This success motivated GPC to work closely with Redd/Lichee Corporation to develop another store in Gallup, New Mexico. Based on commitments expressed to both GPC and RLC by a lending institution both groups made all necessary arrangements to open at which time the lender reniged, leaving the store without inventory financing leading to its failure and the eventual closure of the original Shprock store as well

During this time at the request of the Navajo Nation DIvision of Economic Development, Redd/Lichee Corporation opened Redd’s Laundry located in a newly constructed Navajo Nation Shopping Center facility in Dilkon, Arizona which is North of the famed Winslow, Arizona in a portion of Navajo County on the Navajo Nation and just south of the Hopi Villages. Except for being closed during extreme drought this laundromat has been in continuous operation since opening in July of 2002 celebrating 13 years of service this year. Facing significantly higher utility expenses than off reservation competitors makes it tough to maintain profitability yet with continued cooperation with Navajo Nation Shopping Centers Incorporated and the Navajo Tribal Utility Authority, Redd’s Laundry has developed a large and loyal customer base that patronize the business for its cleanliness and customer service, traveling from as far away as Leupp, Moenkopi, Keams Canyon, and Lower Greasewood, including areas of Apache, Coconino and Navajo Counties.

Additionally Redd/Lichee Corporation along with the 3M Corporation and its Motor Vehicle Systems Unit, worked to develop the Navajo Office of Motor Vehicles which is private/public partnership project tasked with developing and issuing Tribally issued License Plates. Nearing project start date the funding was unexpectedly pulled from the project during political turmoil that gripped the Navajo Nation during late 2009 and 2010. The project remains viable yet undeveloped.

At only 35 years old, Shawn T Redd has guided Redd/Lichee through 20 years of business on the Navajo Nation, developing it into a member of a small group of Navajo Small Businesses that have survived over the years. Tough odds face all businesses but they are nearly insurmountable on Federal Indian Reservations where all land is completely controlled by multiple government entities in a socialistic system of cumbersome regulation yet Shawn T Redd and Redd/Lichee Corporation remain committed to advancing economic prosperity on the Navajo Nation through large scale projects and partnerships with multinational corporations, as well as grassroots projects that provide basic goods and services to some of the most underserved communities in the Country.

Shawn T Redd

President

Redd/Lichee Corporation (1995-Present)

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