

*Register now for the largest adhesive and sealant event in North America.*



THE **ADHESIVE AND SEALANT** COUNCIL, INC.  
SECURING THE FUTURE™

## **ASC 2009 Fall Convention & EXPO**

### **PRELIMINARY PROGRAM**



**Convention  
October 11-13**



**EXPO  
October 12**

**Waterborne  
Short Course  
October 11-12**



**Griffin Gate Marriott  
Resort & Spa  
Lexington, KY**

**Register online at [www.ascouncil.org](http://www.ascouncil.org).**



### Maintaining a Thoroughbred Spirit: Strength and Endurance for Challenging Times

Dear Colleague:

I invite you to join hundreds of industry professionals at the ASC 2009 Fall Convention & EXPO in Lexington. Kentucky is known for many things...most notably, thoroughbred horses that are renowned for their spirit, strength and endurance. Like a champion thoroughbred, our industry has a resilient spirit and the strength and endurance to survive any challenge, including the current economic downturn. A journey to Kentucky this fall can help you and your business manage this downturn and prepare for the recovery.

#### **Outstanding Education Program**

Through the outstanding education program, attendees will connect with industry authorities and learn from engaging speakers. Presentations will include global industry perspectives and market updates; lean business management strategies and other ways to prosper during a recessionary economy; practical advice for maximizing performance and remaining energized through these challenging times; and much more. Complete program details begin on page 6.

#### **Technical Focus on Waterborne Adhesives**

In addition to the compelling educational program, ASC is offering its expert-led, comprehensive Waterborne Adhesives Short Course (see page 16). A discounted registration for both the Short Course and the ASC Convention ensures attendees can take advantage of everything these events have to offer.

#### **Connect with Suppliers during Exclusive EXPO Hours**

The ASC EXPO will feature leading suppliers, toll manufacturers, service providers and distributors. Speak one-on-one with exhibitors, learn more about the latest products and services, network with colleagues, register to win great raffle prizes and enjoy the Exhibitor Appreciation Reception.

#### **Ample Networking Opportunities**

Networking is one of the most important reasons to attend an ASC convention. There will be ample networking opportunities in Lexington. Colleagues can meet in between educational sessions, while exploring the ASC EXPO, mingling at receptions or in the evenings. Two special networking options are available on Sunday—a golf outing and a trip to Keeneland Race Course. Either event allows you to meet colleagues in a relaxed environment while experiencing a Lexington tradition.

Join us for what is sure to be an extremely valuable meeting. I look forward to seeing you in Lexington, Kentucky.

A handwritten signature in black ink, appearing to read "Jim Owens". The signature is fluid and cursive, written over a white background.

Jim Owens  
Senior Vice President, North America, H.B. Fuller  
ASC Board Chair (2008–2010)

# Lexington: “Horse Capital of the World”

## Discover an unbridled spirit.

Few places are as steeped in tradition as Kentucky’s Bluegrass Country, and Lexington is at its heart. The cradle of American horse racing, it is surrounded by pastoral magnificence and home to world-renowned horse farms. It is the birthplace of bourbon, which still holds the distinction as America’s only native spirit. Southern hospitality and graciousness remain a steadfast way of life. Lexington is also the home of the University of Kentucky Wildcats and many basketball legends. And, only minutes away is Keeneland Race Course, a world-class thoroughbred track where you can see the “Sport of Kings” in all its glory.

So join ASC and hundreds of your colleagues for the 2009 Fall Convention & EXPO as we head to the heart of Bluegrass Country!

Learn more about Lexington by visiting [www.visitlex.com](http://www.visitlex.com).

## Some Famous Kentuckians

### Entertainers

*George Clooney (actor); Rosemary Clooney (singer); Johnny Depp (actor); Irene Dunne (actress); Crystal Gayle (singer); David W. Griffith (film producer); Ashley Judd (actress); Naomi Judd (singer); Wynona Judd (singer); Loretta Lynn (singer); Bill Monroe (bluegrass musician); Patricia Neal (actress); George Reeves (actor)*

### Athletes

*Muhammad Ali (boxer); Phil Simms (football player)*

### Politicians/Leaders

*Alben W. Barkley (vice president); Jefferson Davis (president of the Confederacy); Christopher “Kit” Carson (explorer/scout); Abraham Lincoln (president); Carrie A. Nation (temperance leader); Adlai Stevenson (vice president)*

### Journalists/Authors

*Diane Sawyer (broadcast journalist); Robert Penn Warren (novelist)*

## About ASC

The Adhesive and Sealant Council, Inc. (ASC) is a North American trade association dedicated to representing the adhesive and sealant industry. Incorporated in 1958, ASC is bound by the collective efforts of its members, and strives to improve the industry operating environment and strengthen its member companies. For more information about ASC, visit [www.ascouncil.org](http://www.ascouncil.org).



Register online at [www.ascouncil.org](http://www.ascouncil.org).

## Schedule-at-a-Glance\*

### Sunday, October 11

#### *Special Events – space is limited and advanced registration is required*

7:00 a.m. – 1:00 p.m. Golf Outing at Griffin Gate Golf Club  
(sponsored by ExxonMobil)

Noon – 6:00 p.m. Friends & Thoroughbreds: A Day at Keeneland  
(sponsored by Orr & Boss)

7:00 a.m. – 5:00 p.m. Registration Open

7:30 a.m. – 5:00 p.m. Waterborne Adhesives Short Course – Day 1 (registrants only)

2:30 – 5:30 p.m. ASC Board of Directors Meeting (board members only)

6:00 – 6:30 p.m. New Members & First Timers Drop-In (by invitation only)

6:30 – 8:00 p.m. “Off to the Races” Welcome Reception  
(sponsored by Orr & Boss)

### Monday, October 12

6:30 a.m. – 5:00 p.m. Registration Open

7:30 – 9:00 a.m. **Opening Breakfast: I Can Play**  
(sponsored by ASI magazine)

7:30 a.m. – 4:00 p.m. Waterborne Adhesives Short Course – Day 2 (registrants only)

9:30 – 11:30 a.m. Coffee Lounge  
(sponsored by Eastman Chemical)

9:30 – 10:30 a.m. **Education Session: Market Report—The State of the Adhesive & Sealant Industry**

9:30 – 11:00 a.m. **Education Session: Formulation 1: Improving Technique**

9:30 a.m. – Noon **Education Session: Chief Technology Officers Session**  
(by invitation only)

10:45 – 11:45 a.m. **Education Session: Outlook for New Home Construction**

Noon – 1:00 p.m. **Power Lunch: Stay in the Positive Zone – No Matter What**  
(sponsored by Nordson)

1:15 – 2:45 p.m. **Education Session: Prospering within the Current Recessionary Economy**

1:15 – 3:45 p.m. **Education Session: Formulation 2: Improving Technique**

2:15 – 3:45 p.m. **Education Session: Equipment—Improvements in Process and Design**

3:00 – 3:45 p.m. **Education Session: Survival of the Fittest—Lean Organizational Strategy**

4:00 – 7:00 p.m. ASC 2009 Fall EXPO and Exhibitor Appreciation Reception

*\*Times and sessions are subject to change*

## Schedule-at-a-Glance\*

### Tuesday, October 13

- 6:30 a.m. – 5:30 p.m. Registration Open
- 7:30 – 9:15 a.m. **ASC Annual Membership Breakfast**
- 9:15 – 11:15 a.m. Coffee Lounge  
*(sponsored by Eastman Chemical)*
- 9:30 – 10:00 a.m. **Education Session:** Adhesive & Sealant Specification: Automotive
- 9:30 a.m. – Noon **Education Session:** Refining and Perfecting Waterborne Adhesives
- 9:30 a.m. – Noon **Education Session:** Blueprint for Better Business Design
- 9:30 a.m. – Noon **Education Session:** Small Business Executives Session  
*(all attendees welcome)*
- 10:15 – 10:45 a.m. **Education Session:** Adhesive & Sealant Specification: Medical
- Noon – 1:00 p.m. **Brain Food Lunch:** The Sport of Kings  
*(sponsored by ChemQuest)*
- 1:00 – 2:00 p.m. Sealants Meeting *(all attendees welcome)*
- 1:00 – 2:00 p.m. Suppliers Committee Meeting *(ASC supplier members only)*
- 1:00 – 2:00 p.m. Membership Committee Meeting *(ASC members only)*
- 1:00 – 2:00 p.m. International Committee Meeting *(all attendees welcome)*
- 2:00 – 2:45 p.m. **Education Session:** Survival of the Fittest—Making Lean Work in a Challenging Economy
- 2:00 – 4:00 p.m. **Education Session:** Going Green: The Forge Forward
- 3:00 – 4:00 p.m. **Education Session:** Better Business Tactics: The Web-Based Approach
- 4:00 – 4:45 p.m. **Education Session:** The Unsteady State of Chemical Raw Material Supply
- 5:00 – 5:45 p.m. **Closing General Session:** Innovation Will Drive a Clean, Renewable Energy Future
- 6:00 – 7:00 p.m. “Evening in the Bluegrass” Closing Reception  
*(sponsored by Petro-Canada)*

*\*Times and sessions are subject to change*

ASC would like to express its sincere thanks to those members of the ASC 2009 Fall Convention Program Committee who have graciously donated their time and efforts to make the program one of the best ever.

#### **ASC 2009 Fall Convention Program Committee**

**Chair:** Sue Love, *ASI* magazine  
Mike Barch, Clifton Adhesive

Brendan Boyd, Eastman Chemical  
Larry Saidman, Nordson Corporation

## SUNDAY, OCTOBER 11

7:00 a.m. – 1:00 p.m.

### ASC Fall Golf Outing at Griffin Gate Golf Club

*with breakfast at The Mansion from*

*7:00 – 8:00 a.m.*

**Secretariat Sponsor:** 

Situated on the rolling hills of Bluegrass Country, enjoy 18 holes on one of Kentucky's finest and most challenging golf courses. *(For pre-registered golfers only. Space is limited and the deadline for registration is September 11. See ASC's Web site for more information.)*



The Marriott Griffin Gate Golf Clubhouse.

Lexington CVB

7:30 a.m. – 5:00 p.m.

### Waterborne Adhesives Short Course – Day 1 *(registrants only)*

Noon – 6:00 p.m.

### Friends & Thoroughbreds...

#### A Day at Keeneland

**Man o'War Sponsor:** [ORR & BOSS](#)

A long-standing Kentucky tradition, spend a fun-filled day at Keeneland watching exciting thoroughbred horse racing, the "Sport of Kings." *(For pre-registered participants only. Space is limited and the deadline for registration is September 11. See ASC's Web site for more information.)*



The paddock area at Keeneland.

Lexington CVB

2:30 – 5:30 p.m.

### ASC Board of Directors Meeting *(board members only)*

6:00 – 6:30 p.m.

### New Members & First Timers Drop-In *(by invitation only)*

6:30 – 8:00 p.m.

### "Off to the Races" Welcome Reception

**Man o'War Sponsor:** [ORR & BOSS](#)

## MONDAY, OCTOBER 12

7:30 – 9:00 a.m.

### Opening Breakfast: I Can Play

**Seabiscuit Sponsor:**



*Gary Montgomery, Prime Time Productions*

With an "I Can Play" attitude, you can become the best you can be. Mr. Montgomery will share the foundation on which he has built his life: building a vision, creating a positive atmosphere, and getting past the obstacles by becoming a creative risk taker. He will share formulas that are simple and easy to understand, yet profoundly life changing.

## Daily Program

7:30 a.m. – 4:00 p.m.

### **Waterborne Adhesives Short Course – Day 2** (*registrants only*)

9:30 – 10:30 a.m.

### **EDUCATION SESSION: Market Report—The State of the Adhesive & Sealant Industry**

*Dan Murad, The ChemQuest Group, Inc.*

Hear an update on key issues affecting the adhesive and sealant industry and its markets.

9:30 – 11:00 a.m.

### **EDUCATION SESSION: Formulation 1: Improving Technique**

#### **High Performance, Low Viscosity SBS Block Copolymers for Non-Wovens Construction Adhesives**

*Donn DuBois, Kraton Polymers LLC*

Based on a novel block copolymer design that minimizes energy usage, construction adhesive formulations using typical polymer loadings can be mixed and applied at significantly lower hot melt viscosities. Critical properties, such as peel adhesion, are comparable to the best performing SBS grades currently on the market.

#### **Structural Adhesives with a High Working Time/Exothermic Peak Time Ratio**

*Xiaobin Wang, ITW Plexus*

Explore using the ratio between the working time and exothermic peak time to describe how a cure file of an adhesive is ideal. Challenges in designing structural adhesives with a high W/E ratio, general ideas on designing such structural adhesives, and examples of MMA-based structural adhesives with a high W/E ratio will be presented.

#### **Styrene Butadiene Rubber Extension in CR-Based Solvent Adhesives**

*Jun Zheng, International Specialty Products; Co-author: Edmund Baylis*

Research findings from a study conducted on the feasibility of utilizing specialty styrene butadiene rubber/polychloroprene rubber blends in solvent-based adhesives.

9:30 a.m. – Noon

### **EDUCATION SESSION: Chief Technology Officers (CTO) Session**

*(by invitation only)*

#### **Zero Defects – Innovation in Current Operations**

*Gregg Young, Young Associates, Inc.*

Innovation is relevant to any repetitive operation that is not perfect every time. Introducing the Best Practice Problem Solving Process, which has historically increased company net income by over 4 percent ROS. Identify the five fundamental principles that make it a best practice and the tools it includes. CTOs will walk away knowing enough to use it in their own operations.

### **Proctor & Gamble's (P&G) Open Innovation C+D™ Approach**

*Abe Rezai, Procter & Gamble and John Molander, Procter & Gamble*

Connect + Develop™ is P&G's cutting edge approach to Open Innovation. Hear why P&G is looking for 50 percent of its new innovation to come from outside the company, how C+D works, examples of C+D in action, and a list of innovation needs that can directly impact ASC members.

10:45– 11:45 a.m.



### **EDUCATION SESSION: Outlook for New Home Construction**

*David Crowe, National Association of Home Builders (NAHB)*

NAHB's chief economist and forecaster shares his outlook for the housing industry, when it will come out of the recession, what could retard the recovery, and what he sees as the positive signs of revival.

Noon – 1:00 p.m.

### **POWER LUNCH: Stay in the Positive Zone – No Matter What!**

*War Admiral Sponsor:*



*Susan Miller, Re-Energizing Communications, Inc.*

Would you like your day to start out great and then get better? In this fast-paced, fun and inspirational presentation, Ms. Miller will share her stress-free strategies, stories and insightful ideas on how to banish negative thoughts and stay positive in any challenging situation.

1:15 – 2:45 p.m.

### **EDUCATION SESSION: Prospering Within the Current Recessionary Economy**

*Presented by Orr & Boss, Client Value Creation*

1:15 – 1:45 p.m.

#### **Part I: Adhesive & Sealant Industry—Market Update and Forecast**

*David Nick, DPNA International, Inc.*

Due to the dramatic, global economic downturn, end-use customers for adhesives and sealants in nearly every sector have reduced their demand for these products—some quite dramatically. Mr. Nick's presentation will provide an overview of the current recessionary economy, how it is affecting the adhesive and sealant industry in North America and an industry projection for 2009–2010.

1:45 – 2:15 p.m.

#### **Part II: Developing a Successful Survival Strategy**

*Doug Bohn, Orr & Boss*

Manufacturers, as well as their raw materials suppliers, have been struggling to adjust to the decline in demand resulting from the economic downturn. Mr. Bohn will focus on three critical components of successful survival strategies used by best-in-class specialty chemicals and formulated products companies. Implementation of these strategies will not only help companies to weather the economic storm, but will also position them to thrive upon the market upturn.

2:15 – 2:45 p.m.

### **Part III: Implications of Economic Recovery on the Adhesive & Sealant Industry**

*Scott Deltiveaux, Orr & Boss*

There continues to be debate on when and how fast the economy will recover to “pre-downturn” volumes and growth rates. This presentation will include a discussion of key industry questions relating to how economic recovery scenarios may play out and the likely impact on our industry. Answers to these questions constitute a vital contribution to companies’ survival strategies as they look for product, technology and market growth opportunities.

1:15 – 3:45 p.m.

### **EDUCATION SESSION: Formulation 2: Improving Technique**

#### **Environmental Compliance Using Phosphonate-Based Self-Assembled Monolayers**

*Eric Bruner, Aculon, Inc.*

Explore the use of self-assembled monolayer of phosphonates, in lieu of toxic substances, that enable manufacturers to adhere to the strictest EPA and EU regulations, thus simplifying manufacturing processes for international commerce.

#### **Effect of the Modification of Natural Rubber-Based Pressure Sensitive Adhesives**

*Pradip Shroff and Nayan Diwadkar, PRS Permacel Private LTD, India*

*Co-author: Somnath Bhattacharya, PRS Permacel Private LTD, India*

Intriguing findings of recent studies done with natural rubber-based PSAs.

#### **Liquid Rheology Additives for Adhesives & Sealants**

*Erin Kelly, BYK-Chemie USA; Co-author: Richard Laskodi, BYK-Chemie USA*

Features and benefits of liquid rheology additives for solvent-free and water-based systems, and the general theory of rheology with practical applications.

#### **SBCs as an Alternative Chloroprene Rubber in Solvent-Borne Contact Adhesives**

*Alejandro Esquivel de la Garza, Dynasol, LLC*

The feasibility and advantages of using SBCs as a substitute for CR in solvent-borne contact adhesives formulations.

#### **A New Class of Adhesion Promoter for Inert & Low Surface Energy Materials**

*Mike Eason, Oxford Advanced Surfaces Group PLC*

Specific information regarding the design, selection and use of a new, novel class of wet-coat adhesion promoters using proprietary technology that facilitates a breakthrough in adhesion for inert and low-surface energy materials.

2:15 – 3:45 p.m.

### **EDUCATION SESSION: Equipment—Improvements in Process and Design**

#### **Dispensing & Packaging: Concepts & Components**

*Mark Schneider, Albion Engineering Company*

Fundamental concepts and components of dispensing tools and material containment units (packages), with a focus on the mechanical aspects of dispensing to aid in selecting the perfect tool for any application.

### **How to Improve Efficiency and Reliability in Two-Component Mixing and Dispensing Processes**

*Craig Blum, TAH Industries Inc.*

Discussion about working with two-component materials, static mixing technology and how to choose the appropriate dispensing method and static mixer.

### **Solvent-Free Processing: A New Continuous Two-Step Process for Bulk (CO) Polymerization**

*Helmut Schildknecht, LIST USA INC.*

Manufacturers have long been looking for process solutions that allow synthesis in the “concentrated phase” resulting in a solvent-free or solvent-lean process. Learn about a new technology that provides a “clean” and sustainable process technology for polymerization reactions.

3:00 – 3:45 p.m.

### **EDUCATION SESSION: Survival of the Fittest—Lean Organizational Strategy**

*John Allen, Total Systems Development, Inc.*

Former director of training for Toyota’s first North American plant (Georgetown, Kentucky) and expert in lean systems and change management will share his broad-based knowledge of lean organizational strategy, including challenges in policy deployment, workforce engagement, alignment and culture change for a successful lean transformation effort.



Professional development is an essential part of the ASC Convention.

ASC photo

# Daily Program

4:00 – 7:00 p.m.

## ASC Fall EXPO and Exhibitor Appreciation Reception

It's all here in one place! The ASC EXPO will showcase the latest products and innovations our industry has to offer. Have some fun while you explore the EXPO floor—meet with exhibitors, mingle with colleagues and register to win great prizes in the EXPO raffle. Beginning at 6:00 p.m., taste some of the region's favorite food and beverages as we salute the people and companies that continue to make the ASC EXPO a resounding success.

### EXPO Raffle Prize sponsors:

*Secretariat Sponsor*



*Seabiscuit Sponsor*



*War Admiral Sponsor*



An aerial view of the ASC EXPO.

### Exhibitors (as of 08/07/09)

Accumetric, LLC  
AkzoNobel Cellulosic Specialties  
Arch Chemicals, Inc.  
Arizona Chemical Company  
Ashland Inc.  
BASF Corporation  
Celanese Emulsion Polymers  
Chemsultants International  
The Dow Chemical Company  
DSM NeoResins+  
Dynasol, LLC  
Emerald Performance Materials  
EPS – Materials  
ExxonMobil Chemical Company  
Fischbach USA  
Gelest Inc.  
Genovique Specialties

Hexion - NA Dispersions  
Kolon Industries, Inc.  
Kraton Polymers U.S. LLC  
Kuraray America, Inc.  
LANXESS Corporation  
LCY Elastomers LP  
Omya North America  
Poly-clip System  
Saiden Technologies, Inc.  
Sartomer Company, Inc.  
Showa Denko America, Inc.  
Sonoco Products Company  
Sulzer Mixpac USA Inc.  
TAH, A Nordson Company  
Teckrez, Inc.  
Tekkote Corporation  
Wacker Chemical Corporation

Register online at [www.ascouncil.org](http://www.ascouncil.org).

## TUESDAY, OCTOBER 13

7:30 – 9:15 a.m.

### **ASC Annual Membership Breakfast**

9:30 – 10:00 a.m.

### **EDUCATION SESSION: Adhesive & Sealant Specification: The Adhesive Approval Process for an Auto Supplier**

*Terry Radcliff, Dow Automotive*

Discover the process that a supplier goes through to get an adhesive approved at a global automotive original equipment manufacturer (OEM) and how a supplier needs to approach and interact with an OEM.

9:30 a.m. – Noon

### **EDUCATION SESSION: Small Business Executives Session**

*(all attendees welcome)*

#### **Gaining the Economic Advantage of Efficiency**

*Mark Jordan, VERCOR*

Leading corporations are effectively shedding dollars from their overhead. Learn how small business can do the same.

#### **Managing Through the Next Phase of the Downturn**

*Ray Huelskamp, 65 30 Group LLC*

Get a management consultant's perspective for best practices in small business.

9:30 a.m. – Noon

### **EDUCATION SESSION: Refining and Perfecting Waterborne Adhesives**

#### **Novel Non-Migratory Surfactants for Adhesive Latex**

*William McNamee, Croda Inc.*

Two classes of non-migratory surfactants and their performance—the first class is described as alkenyl-functional non-ionic material, varying only in hydrophile molecular weight, and the second class is described as polyunsaturated electrostatic stabilizers, used either as sole surfactant or in combination with the non-ionic, non-migratory materials.

#### **Improved Polyisocyanate Crosslinkers for Waterborne Polymers**

*Jeffrey Dormish, Bayer MaterialScience LLC*

Data on improved polyisocyanate crosslinkers and their use for industrial and flexible packaging applications.

#### **Innovative In-Can Preservation and Dry-Film Protection**

*Craig Waldron, Arch Chemicals, Inc.*

Overview of the global historical perspective of biocide use and optimal biocide properties needed to meet current market requirements.

#### **Fortifying Waterborne Adhesives and Sealants for Improved Thermal and UV Stabilization**

*Andre Bendo, CIBA Corporation*

A focus on the novel additives and the applications targeted by their convenient and effective waterborne product forms.

### **GRAS Plasticizer for Latex Adhesive Applications**

*Bill Arendt, Genovique Specialties*

*Co-authors: Mak Joshi, Yvonne Berry-Walker, Paul Lakomiak, Genovique Specialties*

Introduction of a new plasticizer developed to satisfy the needs of the industry for a safe GRAS plasticizer, and detailed data to indicate the utility of this GRAS plasticizer in latex applications.

9:30 a.m. – Noon

### **EDUCATION SESSION: Blueprint for Better Business Design**

#### **Construction Specifier Study**

*Michael Peretz, Al Paul Lefton Company*

Results of a recent study that examined the most effective way to influence an elite group of purchase influentials—certified construction specifiers.

#### **The Strategic Filter – What is it, How is it Created and How is it Used?**

*Richard Jones, The ChemQuest Group, Inc.*

Creating a functional “Strategic Filter” and how to effectively use it to support the overall corporate strategy.

#### **Business Growth: Converting Ideas to Successful Plans**

*Richard Maksimoski, Maximum C/Q LLC*

A “triple hexagon process” for three essential strategic steps to convert a business growth idea/initiative to a three- to five-year product launch road map. Examples of successful and unsuccessful utilization will also be shared.

#### **REACH for the Downstream User: How to Use FEICA’s Set of Use Descriptors**

*Bernd Burchardt, Sika Services AG*

The benefits of use descriptors for adhesive applications, as developed by FEICA and required by REACH, for a simplified communication between downstream users and their suppliers.

#### **The Value in Use Analysis Approach to Product Marketing**

*José Briones, TekPro Specialty Materials*

Determining the value of a new product in the marketplace is one of the most fundamental issues that a commercial manager has to deal with today. Learn a new approach to mapping the value space for a product or service—the “Value Box.”

10:15 – 10:45 a.m.

### **EDUCATION SESSION: Adhesive & Sealant Specification: Quality Considerations for Medical Grade Adhesive Suppliers**

*George Cramer, Adhesives Research, Inc.*

It’s more than just the adhesive! Suppliers to the medical device and pharmaceutical markets need to have the resources, processes, quality systems and facilities that reflect the needs of customers in a regulated industry.

## Daily Program

Noon – 1:00 p.m.

### Brain Food Lunch: The “Sport of Kings”—The World of Thoroughbred Horse Racing

**War Admiral Sponsor:**



*David Switzer, Kentucky Thoroughbred Association & Kentucky Thoroughbred Owners and Breeders Association*

Get an insider's perspective on the multi-faceted, fast-paced and fabled world of thoroughbred horse racing.

1:00 – 2:00 p.m.

### ASC Committee and Special Interest Meetings (*concurrent*)

**Sealants Meeting** (*all attendees welcome*)

**Suppliers Committee Meeting** (*ASC supplier members only*)

**Membership Committee Meeting** (*ASC members only*)

**International Committee Meeting** (*all attendees welcome*)

2:00 – 2:45 p.m.

### EDUCATION SESSION: Survival of the Fittest—Making Lean Work in a Challenging Economy

*Parthi Damodaraswamy, Institute for Lean Systems*

Explore lean systems and steps to transform your organization in a way that pays for itself, stressing the necessity of rapid transformation in order to dramatically reduce costs and create a foundation for your business to adjust to further changes in the economy.

2:00 – 4:00 p.m.

### EDUCATION SESSION: Going Green: The Forge Forward

#### **Improving Your Processes, Products and Profits with Urethane Hot Melts**

*Cheryl Whitsell, ITW Dynatec Americas*

Basic ways reactive hot melts can be used to reduce both energy and adhesive consumption while improving your overall assembly process.

#### **Multiple Paths to Greener Adhesives**

*Edward Petrie, EMP Solutions*

Adapted from a broader study—*The Future of Green Adhesives and Sealants for Industrial Applications: Market Forecasts to 2014*—to be published later this fall, examine the value propositions of green adhesives, a state-of-the-art review of green technologies and the world market for innovative adhesive products.

#### **Adhesive Foaming Technology Supports a Sustainable Future**

*George Pais, Nordson Corporation*

The use of replenishable resources (such as inert gas or air) to “extend” an adhesive produced with an exhaustible resource (such as petroleum) will help preserve and protect our future.

### **Working Toward Green: The Journey for Structural Adhesives**

*Gregory Rose, ITW Plexus; Co-author: Daniel Doe, ITW Plexus*

Review the problems facing each of the major structural chemistries (methacrylate, epoxy and urethane) and strategies that offer a path toward a “greener” product.

3:00 – 4:00 p.m.

### **EDUCATION SESSION: Better Business Tactics: The Web-Based Approach**

#### **Live, Online Lab Demonstrations Provide Efficient, Thorough Evaluations**

*Ed Presley, Nordson Corporation*

Virtual participation in lab demonstrations can benefit you and your customer by offering a cost-effective and efficient online tool, saving time and money involved in face-to-face meetings, while aiding in the product development and manufacturing processes.

#### **Web-Based OSHA Compliant Safety Training: Out with the Old – In with the New**

*Gregg Juster, Webnettraining*

Online training will eliminate up to 80 percent of the workload required by a safety manager, allowing him/her to concentrate on other issues, while reducing the cost of safety training, thus saving companies money in tough times.

4:00 – 4:45 p.m.

### **EDUCATION SESSION: The Unsteady State of Chemical Raw Material Supply**

*Tom Brewer, DeWitt & Company*

The reality of new “advantaged” Middle East chemical capacity is here and affecting the supply of chemical raw materials. The global recession has accelerated the rate and extent of change, causing supply dislocations and forcing offshore purchases. This presentation will cover the longer term implications of this market dynamic.

5:00 – 5:45 p.m.

### **Closing Session: Innovation Will Drive a Clean, Renewable Energy Future**

*Tom King, Oak Ridge National Laboratory*

Energy is the foundation for the nation’s economic well being. We must address both energy security and climate change impacts to create a sustainable energy future and maintain our quality of life. Clean energy technologies will be an essential part of our future energy portfolio, but many challenges need to be addressed. Innovation will

create the opportunities necessary to meet the energy challenges of the future.

6:00 – 7:00 p.m.

### **“Evening in the Bluegrass”**

#### **Closing Reception**

**Seabiscuit Sponsor:**



Let’s toast—maybe with a Mint Julep—to a great convention and spending time with friends and colleagues in Bluegrass Country! We will enjoy a picnic buffet at The Mansion—an historic antebellum building that evokes an era of gracious Southern living.



**The Mansion at Griffin Gate—site of ASC’s Closing Reception.**

Lexington CVB

# Waterborne Short Course

October 11–12, 2009 | Griffin Gate Marriott Resort | Lexington, KY

## Program Description

Waterborne adhesives are extremely versatile in their formulation and application functions, making them a logical choice for bonding many types of substrates. Some of the major advantages of waterborne adhesives are the absence of volatile organic compounds and the ease of clean up after application. A strong knowledge of them can help you serve your customers better and ultimately add to your bottom line. This two-day course highlights the leading waterborne adhesives in use today, recent developments in “green” chemistry, application and production equipment and various additives and other formulation techniques that can enhance your products.

## Program Preview\*

### SUNDAY, OCTOBER 11

Market Application & Application Overview

*David Nick, DPNA International*

VA/VAE Emulsion Polymerization

*Rich Vetterl, Forbo Adhesives*

Plasticizers

*Bill Arendt, Genovique Specialties*

Waterborne Acrylic Polymers

*TBD*

Polyurethane Dispersions

*Jeff Dormish, Bayer MaterialScience*

Polyurethane-Acrylic Hybrids

*Deb Bhattacharjee, Ph. D., Dow Advanced Materials*

Formulating with Tackifier Dispersions

*Leigh Quinlan, Arizona Chemical*

Antioxidants/Stabilizers/Biocides

*Eugene Sitzmann, CIBA Specialty*

### MONDAY, OCTOBER 12

Polychloroprene Dispersions

*Don Williams, ITW Performance Polymers*

Surfactant, Defoamers, Rheology Modifiers

*Virendra Shah, Consultant*

Production Equipment

*Ken Langhorn, Charles Ross and Company*

Application Equipment

*Larry Saidman, Nordson Corporation*

End-Use Application: Construction

*Steve Lonchar, Bostik*

End-Use Application: Packaging

*TBD*

Fiberglass Sizing Technology and its

Downstream Role in Adhesives

Development

*Stewart Anderson, H.B. Fuller*

*\*Times and speakers are subject to change*

For more information, visit [www.ascouncil.org/industry/courses](http://www.ascouncil.org/industry/courses) or contact Mark Collatz at (301) 986-9700 ext. 112 or [mark.collatz@ascouncil.org](mailto:mark.collatz@ascouncil.org).

### Complete the learning experience.

Short Course participants are cordially invited to attend the ASC Fall EXPO and Reception beginning at 4:00 p.m. on Monday, October 12.

## Special Thanks to our Sponsors

ASC would like to recognize the generous support of our sponsors that help make the 2009 Fall Convention & EXPO a beneficial and successful experience for all. ASC would like to personally thank them for their continued support of the Council and the industry.

**Man o'War (\$3,500+)**

# ORR & BOSS

Welcome Reception &  
Keeneland Outing

**Secretariat (\$2,500 to \$3,499)**



**Arizona**  
CHEMICAL

*Booth 16*

Notebooks and Attendee T-shirts



**DOW**<sup>®</sup>

*Booth 20*

Digital Camera for EXPO Raffle and  
Hotel Keycards



**ExxonMobil**  
Chemical

*Booth 13*

Golf Outing

**Seabiscuit (\$1,500 to \$2,499)**



**ASI**  
ADHESIVES & SEALANTS INDUSTRY

Serving the Global Formulator, Manufacturer & End User

Opening Breakfast

**Seabiscuit (continued)**



**Celanese**

*Booth 3*

Convention E-Mail Blasts



**Dynasol**

*Booth 23*

Attendee Tote Bags



**EASTMAN**

Coffee Lounges



**Forbo**

ADHESIVES

Final Program



**Kraton**

*Booth 11*

iPods for EXPO Raffle



**PETRO-CANADA**

Tuesday Closing Reception



**WACKER SILICONES**

*Booths 1 & 2*

Lanyards

**War Admiral (\$500 to \$1,499)**



**ChemQuest**

Tuesday Lunch



**kuraray**

*Booth 17*

PoGo Printers for EXPO Raffle



**Nordson**

Enabling Materials... Creating Solutions™

Monday Lunch

Register online at [www.ascouncil.org](http://www.ascouncil.org).

### Hotel

Griffin Gate Marriott Resort & Spa  
1800 Newtown Pike  
Lexington, Kentucky 40511  
Phone: (859) 231-5100  
www.griffingatemarriott.com

Enveloped by the rolling meadows of Bluegrass Country, the Griffin Gate Marriott Resort & Spa hotel in Lexington, Kentucky, invites guests to discover unmatched Southern hospitality. The genteel ambiance at this hotel has been revived by sweeping renovations. Retreat to plush guest rooms after playing some of the finest greens on the magnificent Rees Jones-designed golf course or indulging in the rejuvenating powers of soothing spa treatments offered by The Spa at Griffin Gate.

### Hotel Group Rate

\$179 single/double\* occupancy

To reserve your room, contact the hotel directly at (859) 231-5100. To secure the group rate, please mention that you are attending the ASC Fall Convention & EXPO and provide the group code: AASAASA.

**The group rate is available until 5:00 p.m. EDT on Friday, September 18, 2009.** Reserve your room as soon as possible as the group rate will not be available if the ASC room block sells out prior to the deadline. Reservation requests received after September 18 will be charged standard rates as rooms are available.

*\*additional charges will apply for more than two persons per room*

### Traveling to and from Lexington

As you make your travel arrangements, keep in mind that Cincinnati, OH, is only about an hour's drive from Lexington, KY. In fact, the Cincinnati airport is actually in Kentucky. As you consider flight options, ASC suggests checking both LEX and CVG airports to compare flight times and rates.

### Important Note to All Attendees:

The fall meet of thoroughbred horse racing at nearby Keeneland Race Course will take place over the dates of the ASC 2009 Fall Convention & EXPO. This draws large crowds to the Lexington area and the Griffin Gate Marriott will fill up quickly. Please make your hotel reservations as early as possible. ASC kindly asks that you only reserve the number of rooms you need, so other attendees will not be turned away because the ASC hotel room block is full. We appreciate your consideration.



# Registration Information

## Convention Only (October 11–13)

ASC Member . . . . .	\$845*
Nonmember . . . . .	\$1,590
Adhesive/Sealant End-User . . . . .	\$845
Speaker (Full Convention), Academic Faculty . . . . .	\$395
One-Day Only—Member, End-User . . . . .	\$495
One-Day Only—Nonmember . . . . .	\$990
Trade Press . . . . .	\$250

**\*Register Together and Save** – If four or more registrants attend from any one member company, each registrant receives a discounted rate of \$745. ASC will issue a credit upon verification that this condition has been met.

## Waterborne Adhesives Short Course Only (October 11–12)\*

ASC Member, End-User . . . . .	\$675
Nonmember . . . . .	\$1,050
Student . . . . .	\$175

*\*Short Course Only registrants are welcome to attend the ASC EXPO and Exhibitor Appreciation Reception on Monday, October 12.*

## Convention and Waterborne Adhesives Short Course COMBO (October 11–13)

ASC Member, End-User . . . . .	\$1,075
Nonmember . . . . .	\$1,750
Student . . . . .	\$350

## EXPO Only (October 12)

EXPO Only Attendee . . . . .	\$295
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### How to Register

Registration for the Convention, EXPO and the Waterborne Adhesives Short Course can be found online at [www.ascouncil.org](http://www.ascouncil.org). You may submit an electronic registration form or fax a printout of the completed PDF to (301) 986-9795.

If you have any questions regarding registration, contact Malinda Armstrong at (301) 986-9700 ext. 106 or [malinda.armstrong@ascouncil.org](mailto:malinda.armstrong@ascouncil.org).



Horses graze contentedly in the fall.

Lexington CVB



Life-size bronze horses race across Thoroughbred Park in downtown.

Lexington CVB



Horses even enjoy the snow!

Lexington CVB



Donamire Farm.

Lexington CVB

# Go to Lexington!



## **ASC 2009 Fall Convention & EXPO**

**Convention**  
October 11 - 13

**EXPO**  
October 12

**Waterborne  
Short Course**  
October 11 - 12

*All events will be held at the*  
**Griffin Gate Marriott  
Resort & Spa  
Lexington, KY**



THE ADHESIVE AND SEALANT COUNCIL, INC.  
— SECURING THE FUTURE™ —

7101 Wisconsin Avenue, Suite 990  
Bethesda, MD 20814

For more information,  
visit [www.ascouncil.org](http://www.ascouncil.org).