



THE **ADHESIVE AND SEALANT** COUNCIL, INC.

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Media Contact:

Lori Crowe
Marketing Director
(301) 986-9700 ext. 109
lori.crowe@ascouncil.org

ASC Announces Staff Promotions; New Membership Director

Bethesda, MD (January 12, 2009) – The Adhesive and Sealant Council, Inc. (ASC) announced that Robert (Bob) Willis has been promoted to Director, Meetings & Education; Malinda Armstrong has been promoted to Senior Manager, Finance & Administration; and Steve Duren has joined its staff as the Director, Member Services.

Willis joined ASC in 2003 and has significantly increased the quality of ASC's convention experience. One of his most impressive accomplishments was the successful management of the 2008 World Adhesive Conference & EXPO, which drew record crowds and broad industry representation including delegates from six of the seven continents. Willis leads negotiations on all hotel venue contracts, manages site selection and meetings logistics, and develops educational programming for ASC's premier annual events.

Armstrong joined ASC in 1996 and, over the years, has assumed a broad array of responsibilities. Her current responsibilities include processing meetings registrations, managing onsite logistics/registrations, selling EXPO booths, providing in-house accounting support and maintaining back-end responsibility for ASC's member database.

As ASC's new Member Services Director, Duren brings with him a strong industry background—12 years of experience with diverse organizations—in the areas of standards development, marketing and product experience, specifically with polyurethane foam sealants, gunnable sealants, self adhering flashing, pre-compressed foam tapes and building envelope testing and consulting.

Duren left Morrison Hershfield (MH) in Seattle where he was the Technical Team Manager in the Building Envelope Group. Prior to MH, Duren worked overseas with Hilti Corporation based out of Schaan, Liechtenstein, as the Global Market/Product Development Manager of Polyurethane Foam Systems. Also with Hilti, Duren led the Business Unit Chemicals Polyurethane Business Strategy, introduced new products and supported the Hilti Firestop and Bonding product lines. Duren has focused on the commercialization of products and led technical development and marketing teams globally to foster cooperation and shared development of key new polyurethane products and technologies.

At ASC, Duren will be responsible for developing a portfolio of services that meet the diverse needs and interests of ASC's membership; building relationships and making frequent contact with members to improve their awareness of, and participation in the association; managing an effective new member recruitment and orientation program; and overseeing/managing the member renewal process. Duren will also help to drive ASC's "grow the industry" initiative across multiple platforms and will provide input on educational programming.

Duren has a bachelor's degree from Saint Cloud State University and has chaired and been secretary for task groups at AAMA (Wall Interface Council), ASTM C24 (Seals and Sealants) and ASTM E06 (Performance of Buildings), and contributed to development of retrofit fact sheets at the Department of Energy.

"I am excited about the promotions of two of our tenured associates. It is great to see their hard work rewarded," said ASC President Lawrence D. Sloan. "And, with the addition of the director of member services, ASC's staff rebuilding is complete. These factors position us well for a successful 2009 and beyond."

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The Adhesive and Sealant Council (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. ASC members represent more than 75% of the U.S. industry. The Council is comprised of 130 adhesive and sealant manufacturers, raw material and equipment suppliers and industry consultants. For more information about ASC, visit www.ascouncil.org.

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