



## **FOR IMMEDIATE RELEASE**

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### **P&G, Owens Corning to Headline ASC Fall Convention**

Bethesda, MD (September 1, 2010)—The Adhesive and Sealant Council, Inc. (ASC) has announced that Nat Brooks, Global Program Manager for Competitive Intelligence at The Procter & Gamble Company (P&G), and Doug Walden, Corporate Sustainability Program Manager at Owens Corning, will speak at its upcoming [2010 Fall Convention & EXPO](#). These senior executives will discuss how sustainability plays a role at their companies, why sustainability matters and how adhesive and sealant companies can respond. The event will be held at the Cincinnati Marriott at RiverCenter in Covington, Ky., on October 3-5.

In the convention's opening session on October 4, Mr. Brooks will share how P&G approaches business strategy in an increasingly competitive marketplace and how firms might implement strategies that address sustainability. Mr. Walden will close the convention on October 5 with his presentation on the role buildings play in the energy footprint and the lessons that Owens Corning has learned while engaging the sustainable marketplace.

Other keynote sessions include Dr. Anthony Watanabe, President and Chief Executive Officer of Innovolve Group, and Peter Young, Managing Director and President of Young & Partners. Dr. Watanabe will examine how to use sustainability as a tool to meet organizational challenges. Mr. Young will address where the chemical industry is headed from a financial perspective, including an examination of the status of merger and acquisition activity and the future of consolidation.

“Listening to customers and responding to their needs are important aspects of a successful supply chain,” said Jim Owens, ASC Chairman and Senior Vice President, H.B. Fuller Company. “In listening to our industry's customers, it is clear that sustainability is an on-going concern. Attending the ASC fall convention will provide access to executives from leading multinational corporations, thus creating a unique learning opportunity to better understand key drivers in today's marketplace.”

In addition to the customer-centric keynote sessions, the ASC program committee revamped the entire curriculum to better respond to the needs of its members. The new program offers three, focused educational tracks—Business Development, Technical/Government Regulations and Sustainability/Green Technology. The multitude of market-oriented presentations will address industry trends and growth strategies, critical regulatory issues, sustainability and advancements in adhesive and sealant technologies. In total, the fall convention features 50 education sessions—a 38 percent increase above its spring counterpart.

The confirmed speakers represent a more diverse range of companies and market segments than ever before. Many speakers are first time attendees who are leading industry experts, so attendees can expand their professional networks. Speakers represent a variety of end-user organizations, such as GlaxoSmithKline, Fletcher-Thompson, Inc. (an AEC firm), UL Environmental, IHS Global Insight (automotive), and related industry associations and consultants, including the Packaging Management Institute, United Soy Bean Board and the Building Performance Institute, as well as leading adhesive and sealant companies.

Pre-registration for the ASC 2010 Fall Convention & EXPO ends September 17. Trade press members receive a drastically discounted registration rate and are invited to attend the event. Access to general sessions, educational sessions, networking events and the industry EXPO is included with registration fee.

[Complete information is available on ASC's website.](#)

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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 110 adhesive and sealant manufacturers, raw material and equipment suppliers, distributors and industry consultants. For more information about ASC, visit [www.ascouncil.org](http://www.ascouncil.org).

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