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Coca-Cola, NAHB among ASC Spring Convention Keynote Speakers

Bethesda, MD (February 22, 2011)—The Adhesive and Sealant Council, Inc. (ASC) has announced three keynote speakers for its [2011 Spring Convention & EXPO](#), which will be held at the Tampa Marriott Waterside Hotel & Marina in Tampa, Fla., on April 17-19.

The convention will open on April 18 with **Ken Mayland, President of ClearView Economics, LLC**. Mr. Mayland will present a macroeconomic approach to the U.S. recovery as it stands nearly two years after the recession's inception. He will address unemployment factors, the affect of the 2010 stimulus package, consumer spending, production, pricing and foreign trade in an effort to paint an economic picture that will help industry leaders plan for the future.

Tuesday's general session breakfast will feature **Maury Zimring, Manager, Corporate Responsibility and Sustainability of Coca-Cola Enterprises**. Ms. Zimring will present Coca-Cola's agenda on environmental sustainability in North America, highlighting its work to-date, case studies of new technologies and processes, and plans for the future.

Also on April 19, **Dr. David Crowe, Chief Economist and Senior Vice President at the National Association of Home Builders**, will discuss the future of the chemical adhesive and sealant sector. Housing is one of the largest market segments that ASC members sell into and this presentation will drill down into this critical sector with a microeconomic outlook that will complement Monday's keynote session.

“Connecting industry professionals with experts who can shed light on the economic conditions and leading market segment indicators is essential,” said Glenn Frommer, ASC Chairman and President of ADCO Products, Inc. “For example, sustainable packaging remains a tremendous industry opportunity. Hearing firsthand where Coca-Cola, a global leader in the beverage industry, is headed with its efforts is critical for adhesive and sealant companies' future innovations. ASC spring convention attendees will benefit from end-user knowledge and perspectives they won't get anywhere else.”

To supplement the keynote sessions, the ASC program committee designed the spring program to address the evolving needs of ASC members. Education sessions will once again offer three educational tracks—**Business Development**, **Technical/Government Regulations** and **New Technology/Application**. Within those tracks, sessions will focus on raw materials, formulation, wind energy, code and testing, international markets, small business, regulatory and safety issues, supply chain testing and equipment and three specific market segments—transportation, building construction and paper board and related products. In total, the spring convention features 45 education sessions, so there is something meaningful for all attendees.

[The spring convention preliminary program is available online](#). The program contains details on speakers and sessions as well as other facets of the spring event, including a technical short course and the industry's largest North American EXPO.

The [Hot Melts Short Course](#), offered April 17-18, will feature leading hot-melt technology experts who will share their insights into the various raw materials, formulation options, equipment and testing protocols, all designed to help attendees effectively use hot melts to customize products.

With a nearly sold-out venue, the [ASC EXPO](#) will house the industry's top suppliers, distributors and service providers, showcasing their latest product innovations to hundreds of manufacturing decision makers. Space is still available and interested exhibitors should contact Malinda.Armstrong@ascouncil.org for details.

[Complete information about the ASC 2011 Spring Convention & EXPO 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.

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