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ASC REQUESTS PROPOSALS FOR DEVELOPMENT OF “ASC TRAINING ACADEMY”

Council to Develop “Fundamentals” and “Basics of” Training Modules to Support Industry Demands

February 9, 2012 – Bethesda, MD – The Adhesive and Sealant Council (ASC) requests proposals for developing the “ASC Training Academy,” a comprehensive, web-based training effort designed to educate new employees at member companies on the “fundamentals of adhesives and sealants” and to train end users on the “benefits of adhesives and sealants.”

The ASC Training Academy will cover a full array of subject matter including: Adhesives 101, Sealants 101, Additives 101, and Rheology 101 to support member company needs. For end users, including design engineers and project engineers, the subject matter would focus on how adhesives and sealants can benefit specific market segments, including packaging, building and construction, transportation, and other top market segments that use adhesives and sealants.

The formal Request for Proposals (RFP) is found [here](#).

“ASC’s Training Academy will become a powerful tool that can be used to ensure Member Company employees are fully aware of the fundamentals of the science behind adhesion and sealing, while also sensitizing the end user community to how adhesives and sealants can be leveraged to their advantage,” notes Matthew E. Croson. “In the future, ASC’s Training Academy will play a strong part of the Council’s efforts to fulfill its long standing vision of being the “essential center of knowledge...for suppliers, manufacturers and end users.”

ASC believes consultants, professors and training professionals with a background in adhesives and sealants are ideal candidates to respond to specific Academy modules outlined by ASC’s Technical Committee.

“ASC is willing to work with any and all organizations and individuals who believe they can deliver the information that industry is requesting,” adds Croson. “Because of the complexity and wide range of uses for adhesives and sealants, we expect that many different organizations and individuals will be part of the Training Academy as Content Providers.”

The ASC Training Academy will be a primary part of the new adhesives.org website being developed for a March 2012 launch. Adhesives.org was produced in 2008 to serve as an educational portal supporting the end user community.

“ASC’s Training Academy is a natural extension of the good work that has been done via adhesives.org to educate the end user community on how adhesives and sealants work,” notes Croson. “The Training Academy will give end users a reason to come back to use the site, to share it with co-workers and colleagues, and make it an active part of their continuing education effort, which is needed with so many innovations happening within the space.”

The RFP asks for responses by March 30, 2012. Proposals will be reviewing ASC’s Technical Committee and Executive Committee. The goal is to develop modules in a timely manner and launch programs in 2012. The sessions will be designed for a web interface, and will include “live” presentations with “on demand” ability via adhesives.org.

The full RFP, developed in collaboration with the ASC Technical Committee, is found [here](#).

The submission form can be found [here](#).

Questions can be directed to Matt Croson, ASC President, at matt.croson@ascouncil.org or 301-986-9700, ext. 111.

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The Adhesive and Sealant Council (ASC) is a North American trade association dedicated to representing the adhesive and sealant industry. The Council is comprised of 117 adhesive and sealant manufacturers, raw material and equipment suppliers, distributors and industry consultants, representing more than 75% of the U.S. industry with operations around the world. Offering education, legislative advocacy, professional networking and business growth solutions for its members, the ASC is the center of knowledge and catalyst for industry growth on a global basis for manufacturers, suppliers and end-users. For more information about ASC, visit www.ascouncil.org.

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