



## **FOR IMMEDIATE RELEASE**

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## **ASC PROMOTES DUREN TO SENIOR DIRECTOR, MEMBER SERVICES**

January 31, 2012 – Bethesda, MD – The Adhesive and Sealant Council (ASC) announces the promotion of Steve Duren to Senior Director, Member Services. Duren joined the Council in 2009 and oversees membership retention and recruiting efforts, convention programming, and end user relationship development.

In 2011, Duren produced the Council's first ever Sustainability Summit, drawing leaders from the supply chain together to discuss sustainability's role within the adhesive and sealant industry. The outcome of the Summit was an effort to "define" sustainability within the adhesive and sealant sector, in partnership with ASTM C24 and D14.

Beginning with the Fall 2010 Convention, Duren also directed the Council's Convention programming efforts. His efforts have been a strong reason why the Council has set three consecutive attendance records.

In addition, Duren's industry knowledge has fostered strong working relationships with leading organizations including ASTM, SWRI, and CSI.

"Steve has been a strong part of the new value drivers being developed in support of ASC members, and the industry at large," notes Matthew E. Croson, ASC President. "With Steve's leadership, the Council's primary value proposition is stronger than it's ever been, and we have new value being delivered via partnerships and proactive collaboration that is aligned with true industry need."

Duren joined ASC as Director of Member Services in 2009. Prior to ASC, Duren spent 12 years gaining experience with diverse organizations in the areas of standards development and marketing and product development, specifically with polyurethane foam sealants, gunnable sealants, self adhering flashing, pre-compressed foam tapes, building envelope testing and consulting.

Duren left Morrison Hershfield (MH) in Seattle where he was the Technical Team Manager in the Building Envelope Group to join ASC. 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. There he 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.

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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](http://www.ascouncil.org).

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