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CARTER JOINS ASC AS ONLINE COMMUNICATIONS MANAGER

Council Focuses On Developing Industry Community, Engagement

Bethesda, MD – October 3, 2011 – The Adhesive and Sealant Council (ASC) announces Jessica Carter has joined the Council as its Online Communications Manager. This is the first staff position the Council has ever established to focus on internet related activities. This new position signals the Council’s commitment to revitalizing its web presence for the adhesive and sealant supply chain.

Carter joins ASC from Euclid Technology, a consulting firm providing software and web solutions for associations and member-driven organizations.

“We are pleased to have Jessica join the ASC staff team, and look forward to implementing new tactics that support the Council’s efforts to provide strong content and information services via adhesives.org, and to streamline the process to access member programs via ascouncil.org,” notes Matthew E. Croson, President of ASC. “In today’s global, fully connected world, it’s critical to have a focus on emerging technologies and how they can support an association’s efforts to deliver value.”

Carter will oversee all aspects of content and technology development for the Council’s two websites: adhesives.org and ascouncil.org. Adhesives.org is an education oriented industry portal designed to provide information that design engineers can use in making adhesive and sealant decisions. Ascouncil.org is the primary member access point for programs and services. In keeping with the Council’s vision, both sites contain authoritative knowledge and catalyze worldwide growth for suppliers, manufacturers, and end users.

Carter—a native Washingtonian—comes to ASC with experience in technology, media, and communications. In addition to serving the nonprofit world at Euclid, prior to joining ASC, Carter developed an expansive technology skills set working in government and at a local association. Carter holds a bachelors of arts from The Catholic University of America.

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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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