



THE ADHESIVE AND SEALANT COUNCIL, INC.

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## FOR IMMEDIATE RELEASE

### Media Contact:

Lori Crowe

Marketing Director

(301) 986-9700 ext. 109

lori.crowe@ascouncil.org

### ASC Short Courses Offer Affordable, Quality Technical Education

Bethesda, MD (August 28, 2009)—The Adhesive and Sealant Council (ASC) is offering two technical short courses—Waterborne Adhesives on October 11-12 in Lexington, Kentucky, and Additives on November 4-5, in Columbus, Ohio. Designed for a variety of technical and sales/marketing personnel employed by adhesive and sealant manufacturers and raw materials suppliers, ASC's technical short courses feature a two-day, expert-led seminar format that explores each topic in-depth.

“Technical short courses are an indispensable part of the professional development opportunities that ASC offers,” said ASC President Lawrence D. Sloan. “Attendees learn critical facets of each topic from industry leaders. The comprehensive training is practical and interactive, providing participants effective tools to do their jobs better and, in turn, benefit their organizations.”

Co-located with the ASC 2009 Fall Convention & EXPO, the Waterborne Short Course will highlight the leading waterborne adhesives in use today, advantages of using waterborne adhesives, recent developments in “green” chemistry, application and production equipment and various additives and other formulation techniques that can enhance products.

ASC's second technical short course, Additives, will explore a variety of additives, their unique physical and performance characteristics, the latest advances in formulation—including developments in “green” chemistry—and how additives can custom tailor products to meet unique customer needs.

Complete information is available on ASC's Web site at <http://www.ascouncil.org/industry/courses/>.

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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 120 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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