



FOR IMMEDIATE RELEASE

Media Contact:

Lori Crowe
Marketing Director
(301) 986-9700 ext. 109
lori.crowe@ascouncil.org

Preparing for Economic Recovery is Key Focus in ASC Fall Convention

Bethesda, MD (September 14, 2009)—The Adhesive and Sealant Council, Inc. (ASC) has announced its educational program for the ASC 2009 Fall Convention & EXPO. The convention, which will be held in Lexington, Kentucky, October 11-13, will feature a myriad of technical and business presentations. The theme of the event is *Maintaining a Thoroughbred Spirit: Strength and Endurance for Challenging Times*, which the Council feels is reflective of both the resilient industry character and the convention venue.

“Much of ASC’s fall convention will focus on the next phase of the current economic situation—recovery— as well as its implications for our industry and what organizations need to do to prepare for 2010 and beyond,” said ASC President Lawrence D. Sloan. “Taking time to come together as an industry to network, exchange ideas and strategize is imperative to our collective future success.”

Emphasis on lean management, maximizing performance and other ways to prosper during a recessionary economy are key program topics during the convention. Featured speakers will include industry leaders, experts in change management, consultants and specialists in the technical and research and development arenas.

In addition to the convention’s compelling educational program, ASC’s Waterborne Adhesives technical short course will be offered. The expert-led, comprehensive curriculum will explore waterborne adhesives in use today, recent developments in “green” chemistry, application and production equipment and various additives and other formulation techniques that can enhance products. Registrants for both the convention and the short course receive a discount.

-Continued-

On Monday, October 12, the ASC EXPO—the largest adhesive and sealant product showcase in the western hemisphere— will feature leading suppliers, toll manufacturers and distributors to demonstrate the latest products, innovations and services.

Pre-registration for the ASC 2009 Fall Convention & EXPO ends September 25. Trade press members receive a drastically discounted registration rate and are invited to attend the event. Access to general sessions, educational sessions, networking events and the industry EXPO is included with registration fee.

Complete information is available on ASC's Web site, www.ascouncil.org/industry/conventions.

###

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.

###