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ASC Welcomes New Marketing Director

Bethesda, MD (December 2, 2008) – The Adhesive and Sealant Council, Inc. (ASC) announced that Lori Crowe has joined its staff as Marketing Director. Crowe brings over 13 years of experience in nonprofit and corporate marketing to ASC. Through her diverse background, Crowe has helped many organizations strengthen their brands and increase revenue streams through strategic, integrated marketing communications programs.

Her previous experience includes managing the marketing efforts for the American Society of Landscape Architects, a national, professional association located in Washington, D.C., where she helped increase annual meeting attendance, conference sponsorship participation and professional membership. At Gables Residential, she centralized the communications function and united 1,500 associates across the Southeast and was editor of an award-winning associate magazine. She also has extensive experience in the areas of e-marketing campaigns, allied partnerships, project management and customized marketing solutions.

At ASC, Crowe will be responsible for programs designed to grow the industry, which include, but are not limited to, raising awareness of the association and its websites: www.ascouncil.org and www.adhesives.org; developing strategic partnerships and alliances; increasing membership, conference attendance and participation in ASC training; managing communications and media relations efforts; and supporting other ASC departments.

Crowe graduated from the University of South Carolina with a B.A. in English and later returned to USC to earn her master's degree in Integrated Communications. Her passion for education extends to others through her work as an Adjunct Instructor at Montgomery College, specializing in public speaking and communication skills. She is also active in the profession with various marketing associations.

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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 130 adhesive and sealant manufacturers, raw material and equipment suppliers and industry consultants. For more information about ASC, visit www.ascouncil.org.

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