



Stay up-to-date with the latest news, events, and announcements on ASC's new website

## Maximizing your membership

Being an ASC member has many benefits. But here are three ways you can maximize your ASC membership in 2023. The first is **engagement**. Over the coming months, there will be many opportunities to join us at various events and workshops – such as April's Convention &

EXPO and our Leadership Conference this fall. Attending means you can access important networking opportunities and get involved in lively discussion about the key issues that affect your business. And why not join our various committees and task forces to have your say in

the future of the industry? Second is **education**. Learn new skills through our Training Academy Certificate Program or enroll in the workshops we'll be running this year. Finally, we ask you to **explore!** Be sure to check out our new website, podcasts, newsletters, and many other resources.

### IN THIS ISSUE:

ASC WELCOMES  
NEW CHAIRMAN

SAVE THE DATE:  
CONVENTION & EXPO

WEBINAR:  
ELECTRIC VEHICLES

# Forest Driggs takes the reins as ASC's new Chairman

Tough economic conditions, inflation, energy volatility, cost pressures, and supply chain issues continue to affect the adhesive and sealant industry, but there is every reason to be optimistic for 2023, according to ASC's new Chair, Forest Driggs.

"A lot of things we've all been complaining about these last several years – whether it's inflation or the supply chain challenges – are now easing and I believe we've got some good things to look forward to."

"I'm really excited to be working with our Board and Bill and his

team. I think we've got a diverse and dynamic group of leaders in our industry who are really engaged and committed to building and enhancing the value of ASC membership."

Driggs, Senior Vice President & CFO at Franklin International, succeeded Heather Campe as Chairman of ASC's Board of Directors on January 1, 2023.

After over 25 years in the adhesive and sealant industry, he knows all too well the important role that ASC plays in representing the sector and its membership.

"I want to continue to look at ways to add value for our members and help them grow their businesses," says Driggs. "We've been really blessed with a lot of talented and dedicated leaders over the history of the organization, so I want to carry that legacy of

stewardship and leadership forward. I'm committed to growth and enhancing the member experience and engagement."

In what have clearly been a difficult few years for the industry, Driggs believes market fundamentals are starting to look more positive and ASC members are well placed to seize the opportunities ahead.

"Things are definitely improving and I think we are in a better position today than we were a year or two ago," he says. "We're starting to see some normalization of supply chains and the easing of logistics constraints, which have been big challenges for the industry.

Increasing material availability and the stabilization of pricing are catalysts for some of the destocking we're



Forest Driggs  
Chair, ASC

**"We all now have a renewed appreciation for opportunities for members to assemble, network, learn, and grow together"**



Driggs wants to showcase the valuable resources available and encourage greater engagement

seeing right now, which are probably healthy declines in inventory." "We do have some headwinds in industry and the economy; there is certainly noted softness in the construction end markets – the higher interest rates and the fed policy are impacting demand there. We're also still dealing with a pretty tight labor market and there are rumblings and fears of recession. But on the positive side, the pace of inflation is moderating

and I think most of our member companies have pretty strong balance sheets and have invested in their businesses over the last few years so they'll be able to weather any storms we may have on the horizon." Among his priorities during his two-year term, Driggs says he wants to highlight the benefits of ASC membership and the many resources that are available. "Coming out of COVID-19, I think we all now have a renewed

appreciation for opportunities for members to assemble, network, learn, and grow together." "Much of my time in this industry has been in sales, so I hope to be able to sell the value of what we offer at ASC. Hopefully that leads to membership growth, retention, and higher engagement – which will help us continue to be a strong organization moving forward."



New Orleans, LA, will be welcoming hundreds of ASC members this April

# Book your place now for ASC's Annual Convention & EXPO

Set in the heart of downtown New Orleans, Louisiana, the Hyatt Regency hotel will soon be opening its doors for ASC's 2023 Adhesive and Sealant Annual Conference & EXPO from April 17-19, 2023.

Famed for its unique architecture and cultural heritage, this unique city known for its jazz, carnival atmosphere, and Creole and Cajun cuisine,

is preparing to welcome hundreds of ASC members this spring and we can't wait to see you there!

Located close to the Mississippi Riverfront and just moments away from the French Quarter and historic Bourbon Street, the venue promises plenty of opportunities for some downtime when not enjoying an absolutely

packed agenda at this year's Convention. Among the program's main highlights is our keynote speaker Susan O'Malley, former President of the Washington Sports and Entertainment, and first female President of an NBA franchise. She will talk us through her seven Seminal Rules for Leadership and Life Lessons, and share some

enlightening behind-the-scenes stories of her time working in the world of entertainment and professional hockey and basketball teams. Opening the second day, Dr. Michael Okoroafor, Chief Sustainability Officer at McCormick & Company, will join us to discuss the transition towards a more sustainable world and the strategies required for meaningful change. We're also fortunate to be joined by a speaker whose career at NASA

echoes the desire of our membership to innovate and push the boundaries with technology.

Dr. Malik Thompson, Aerospace Materials Engineer, NASA Marshall Space Flight Center Adhesives & Seals Materials, will look at some of the adhesive and sealing applications that make space exploration possible.

But that's not all. More than 50 speakers will be hosting presentations and sessions throughout the event, covering a

range of topics including digitalization, the supply chain, and the latest recycling trends.

And, of course, we'll be celebrating endeavor and ingenuity as we present our Innovation Awards. There will also be 90+ exhibitors packed into our EXPO hall, and we're really excited to offer the chance to experience a special three hour behind-the-scenes tour of the Port of New Orleans.

**Click here for the agenda and to book your place!**

## 2023 ANNUAL CONVENTION & EXPO - Highlights

### Monday, April 17

- Registration opens
- Caulks & Sealants Short Course (registrants only)
- Pressure Sensitive Adhesives Short Course (registrants only)
- ASC Board of Directors Meeting
- ASC Gives Back Program
- Welcome Reception & Dinner

### Tuesday, April 18

- Caulks & Sealants Short Course (registrants only)
- Pressure Sensitive Adhesives Short Course (registrants only)
- General Session Keynote: Susan O'Malley, Former President of the Washington Sports and Entertainment, First Female President of a Professional Sports Franchise
- 2023 Industry Update & Awards Presentation Lunch
- EXPO & Reception

### Wednesday, April 19

- Networking Breakfast
- General Session Keynote: Michael Okoroafor, Chief Sustainability Officer, McCormick & Company
- General Session Keynote & Lunch: Malik Thompson, Aerospace Materials Engineer, NASA Marshall Space Flight Center Adhesives & Seals Materials
- New Orleans Port Tour (registration required)



# Webinar: Exploring potential in the electric vehicle market

Sales of electric vehicles are soaring and their market share is rapidly gaining traction.

Adhesives and sealants will inevitably play an increasingly important role in their development in the coming years, so join us for our upcoming webinar to discover the potential and challenges ahead. Threebond's Jessica Carson will be hosting

the session titled, *EV Shifting the Course of A&S Innovation*, on March 15 to talk through the evolution of adhesives and sealants and how they are being applied. The one hour session will explore their potential and consider how they are meeting the demanding requirements in this burgeoning sector. Carson will discuss compatibility needs and

touch on issues such as conductivity, flame retardancy, rapid cure, and Ecoat, as well as looking at how bio-based materials can reduce their environmental impact. The event is ideal for anyone working in the automotive markets and involved in innovation. **To find out more and to register, visit our website.**



Join our upcoming webinar to discover the opportunities posed by EVs for adhesives and sealants

# End-user engagement still a priority and gains being made

End-user engagement is one of three strategic objectives for ASC's current Long Range Plan, alongside advocacy and sustainability. The association has long recognized how engaging end user stakeholders is vitally important to advancing our vision and helping us better represent the adhesive and sealant industry. It is essential to continue raising awareness of just how critical this sector is to applications in a diverse range of markets including packaging, construction, transportation, electronics, and so many more. Working together to promote the importance and impact of our members' products and technologies, we have made great strides to create synergies and new opportunities. ASC recently updated

Adhesives.org as a key resource to explain the different types, uses, and benefits of adhesives and sealants in end user industries. Our team has also recently attended various trade shows and conferences, engaging end users about their needs and how members can assist. And besides hosting presentations to educate others about our

industry, ASC has published numerous white papers and studies to showcase specific solutions that adhesives and sealants provide in two primary markets: electric vehicles and building and construction. This fall, the ASC Board of Directors will discuss whether to approve a new, three-year Long Range Plan, which would begin in 2025.



The Long Range Plan outlines ASC's strategic objectives



ASC offers its membership multiple training and development programs

# Podcast: Making the most of ASC's training offering

ASC's educational programs provide members with a diverse range of workshops, webinars, and courses to provide technical education and training for the latest trends and technologies in the adhesive and sealant sector. Education and professional development is a cornerstone of the association and remains

a top priority. These carefully-curated live and on demand training sessions were the subject of our recent *Connected to ASC* podcast featuring ASC's President Bill Allmond and Senior Director Technical Services, Connie Howe. During the recording, available via our website, they discussed the

various ways members can access this vital resource and highlighted some of the events scheduled in the coming months. The ASC Training Academy offers an extensive program of content, said Howe. A key part of this is the web-based Training Academy Certificate Program, also known as



TAC. This is a 12-month virtual learning platform offering over 85 courses for commercial and technical professionals. Since its launch in 2016, around 600 people have graduated from the program. Participants are required to pass 12 courses to obtain their certificate.

ASC also regularly runs educational webinars, with live online presentations recorded and added to an extensive library of on-demand content. Each year, the 12-15 webinars

cover topics such as market trends and new technologies and innovations. In-person events and short courses also prove extremely popular with ASC members, with industry experts providing insight and analysis.

There will be two short courses focused on Pressure Sensitive Adhesives and Caulks and Sealants that will run alongside the Annual Conference & EXPO on April 17-18, 2023. The former will provide a deep dive into the

fundamentals and latest developments for pressure sensitive adhesives – including a market overview, Rheology, sustainable solutions, testing, and much more.

The Caulks and Sealants course, meanwhile, will help provide a better understanding of their function and focus on applications in the building, construction, and transportation sectors.

**Find out more about ASC's education and training resources here.**



ASC monthly podcasts



Join us each month as we explore current hot topics within the adhesive and sealant industry with the people who know them most. All episodes for the *Connected to ASC* podcast are available by clicking the button:

**SUBSCRIBE**





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