

LONG RANGE PLAN 2024

ADVOCACY

END USER ENGAGEMENT

SUSTAINABILITY



THE **ADHESIVE** AND **SEALANT** COUNCIL

SECURING THE FUTURE®

Securing the Future for the Adhesives and Sealants Industry

We're excited to announce that in April 2021 the Adhesive and Sealant Council (ASC) Board of Directors approved a new, three-year Long Range Plan that creates additional membership value centered on three areas of strategic importance—advocacy, end user engagement, and sustainability.

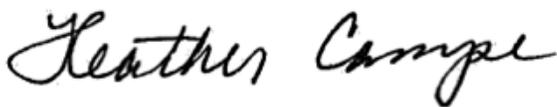
Advocacy. ASC will more actively collaborate with adjacent and allied industry groups, provide additional opportunities for members to engage policymakers through the ASC, and seek strategic partnerships with NGOs and consumer advocacy groups.

End user engagement. ASC will form partnerships with end user industries to advance issues of mutual interest and promote the value and impact of adhesives and sealants among end users.

Sustainability. ASC will empower members with tools and resources to promote industry sustainability and communicate to end user industries the value and importance of sustainability.

The plan builds upon the many educational and business-to-business programs and services that ASC members enjoy today, such as the TAC certificate program. The new initiatives will better position ASC for the long term by staying ahead of the industry trends and providing members more opportunities to leverage their membership to purposefully engage with the adhesive and sealant value chain.

Our members are what makes the ASC a great organization. The success of ASC's new Long Range Plan is dependent on we the members to support and engage in the execution of the plan. With clear direction provided by our Board of Directors, it is essential that we the members now drive it forward. With your feedback, input and engagement, working collaboratively together as an adhesives and sealants community, our organization and its members will help promote the use of adhesives.



Heather Campe

Senior Vice President, H.B. Fuller Company
Chair, The Adhesive & Sealant Council



William E. Allmond, IV

President, The Adhesive & Sealant Council

The 2021-2024 ASC STRATEGIC PLAN

VISION | Our Impact

Innovators Secure the Future with Adhesives and Sealants

MISSION | What We Do

ASC delivers career education, innovation collaboration, community knowledge sharing and a unified industry voice. Together, we accelerate the adoption of adhesives and sealants to strengthen our member businesses.

STRATEGIC PRIORITIES

To achieve ASC's mission and vision, three strategic priorities guide the organization in building upon our successful history:

- **Advocacy** — Give voice and representation to the adhesive and sealant industry.
- **End User Engagement** — Engage end user stakeholders to create synergies that advance ASC's mission and vision.
- **Sustainability** — Insights, partnerships and initiatives to advance and support sustainability efforts on behalf of members and the industry.

ADVOCACY

Give voice and representation to the adhesive and sealant industry

A key member benefit of any trade association is speaking with one unified industry voice. Our members work together through the ASC to advocate for industry growth, policy development, regulatory understanding and standards development. To ensure stakeholders understand our industry's underlying value premise, ASC proactively communicates industry messaging in a collaborative, member driven manner.

Strategic Objectives:

- Collaborate with adjacent and industry groups to advance shared advocacy initiatives
- Engage with government agencies and regulatory groups to improve visibility and establish a pulse on emerging threats
- Establish strategic partnerships with carefully selected NGOs and consumer advocacy groups to provide access to and engage secondary audiences



END USER ENGAGEMENT

Engage end user stakeholders to create synergies that advance ASC's mission and vision

Working together, ASC and its members will aggressively engage end user industries where growth opportunities exist to promote adhesives and sealants as the option of choice.

Strategic Objectives:

- Cultivate partnerships with advocates and players in end user industries to advance issues of shared interest
- Develop accessible resources to promote the value and impact of ASC and the industry to end users
- Identify specific opportunities for education on underutilized adhesives



**ADHESIVES &
SEALANTS**

**DRIVING INNOVATION
EVERY DAY**

SUSTAINABILITY

Insights, partnerships and initiatives to advance and support sustainability efforts on behalf of members and the industry

Adhesive and sealant technology enables sustainable solutions across many industries in a variety of applications. ASC will work with our members to strengthen our industry's knowledge of and commitment to sustainability, and actively promote ASC members' efforts publicly to stakeholders.

Strategic Objectives:

- Collect member and industry insights, informing initial priority areas for sustainability work
- Source member case studies on sustainability initiatives to promote industry wins and highlight best practices
- Map sustainability value chain for select industries to communicate the value of sustainability
- Empower all members with resources to expand the footprint and impact of sustainability focused education



ADDITIONAL RESOURCES

For information about ASC's Long Range Plan (including downloadable resources), our progress and an explainer video from ASC President Bill Allmond, please visit www.ascouncil.org/LRP

SPECIAL THANKS

We would like to thank the Long Range Plan Task Group for their hard work, dedication and important input that went into this plan to *Secure the Future for Adhesives and Sealants*:

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SuAnne Norris – *Dow Chemical*

Bill Allmond, Steve Duren, Connie Howe and Malinda Armstrong – *ASC*

ASC LONG RANGE PLAN **2024**

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