



2023 Executive Leadership Conference

October 23-25, 2023 | Ponte Vedra Beach, FL

PONTE VEDRA INN



*Building a
Sustainable Future*

Monday, October 23

- 10:00 a.m.** **REGISTRATION – Stockton A Foyer, Historic Inn, Building 11**
- Noon to 5:00 p.m.** **ASC BOARD OF DIRECTORS MEETING**
Lunch (Noon - 1:00 p.m.) - Lagoon Room, Historic Inn, Building 11
Meeting (1:00 - 5:00 p.m.) - Stockton A, Historic Inn, Building 11
- 6:30 to 7:00 p.m.** **SPOUSE/GUEST MEET & GREET – West Lawn, Historic Inn, Building 11**
 This event is designed for spouses/guests to network and plan out the next two and half days.
- 7:00 to 9:30 p.m.** **OPENING RECEPTION & DINNER – West Lawn, Historic Inn, Building 11**
 All guests are invited to attend.

Tuesday, October 24

- 7:30 a.m.** **REGISTRATION – Stockton A Foyer, Historic Inn, Building 11**
- 7:30 to 8:30 a.m.** **NETWORKING BREAKFAST – Lagoon, Historic Inn, Building 11**
 All attendees, including guests, are invited to this breakfast.
- 8:30 to 8:45 a.m.** **PROGRAM OVERVIEW – Stockton A, Historic Inn, Building 11**
Bill Allmond, President, Adhesive and Sealant Council
- 8:45 to 10:00 a.m.** **ADVERSITY-BASED LEADERSHIP**
Stockton A, Historic Inn, Building 11
Aaron Golub, Professional & Motivational Speaker
 This program is designed to help you identify challenges, overcome obstacles, and convert failures into successful lessons and opportunities. Adversity-based leadership is an approach that focuses on the ability to navigate and overcome the daily challenges and adversities we face. In this session, you'll learn how to enable your team to become more valuable as well as empower them to find it within themselves to break through the challenges they face. Discover how to improve your perspective around the challenges and perceived limitations you face and gain effective resources that will allow you to create an internal roadmap to accomplish the goals you have in front of you.
- 10:00 to 10:15 a.m.** **BREAK**
- 10:00 to 2:30 p.m.** **SPOUSE/GUEST TOUR: HISTORICAL TOUR OF ST. AUGUSTINE WITH LUNCH**
 Registered attendees should meet in the Historic Inn lobby at 9:45 a.m. for a 10:00 a.m. departure. Get ready for a fun and exciting afternoon in St Augustine FL, the oldest city in America. We have an interactive, tasteful and adventurous day planned. Your costumed tour guide will provide a unique and interesting tour through St. Augustine visiting historical hidden gems in the city. After the Walking Tour, it's "on your own time" as you can explore all that Historic St George Street has to offer: shopping, browsing. Possible points of interest are: Spanish Missions Cemetery, St Augustine Lighthouse and grounds, Castillo de San Marcos, St. Augustine Distillery, San Sebastian Winery or a back streets tour. Tour includes a three-course lunch meal at the Legendary Columbia Restaurant.
- 10:15 to 11:30 a.m.** **WHAT CAN AI REALLY DO FOR B2B - TODAY VS TOMORROW?**
Stockton A, Historic Inn, Building 11
Jason Hein, Founder, Acumental B2B
 There is so much talk about "AI" in the media today it's difficult to know what to take seriously and what is a fever dream of an internet talking head. In this discussion, we'll walk through the basics of the different types of AI being used by B2B companies, how each is used in the real world today, and what the impact can be on the role of people in organizations.
- 11:30 a.m. to 12:30 p.m.** **CHALLENGES IN M&A VALUATION - PREMIUM VALUATION DRIVERS TO CONSIDER – Stockton A, Historic Inn, Building 11**
Dan Murad, President & CEO, The ChemQuest Group
Leland Harrs, Managing Director, Head of Chemicals, Houlihan Lokey
 This presentation will discuss the sell-side and buy-side perspective of challenges in M&A valuation.
- 12:30 to 1:45 p.m.** **NETWORKING LUNCH – Lagoon, Historic Inn, Building 11**
 All attendees, including guests, are invited to this lunch.
- 1:45 to 3:30 p.m.** **ENABLING A MORE SUSTAINABLE FUTURE (Panel Discussion)**
Stockton A, Historic Inn, Building 11
 Adhesives and sealants enable sustainable products and help support downstream customers' sustainability goals. This distinguished panel will share details about their company's sustainability journey, including unique or innovative approaches; milestones and key accomplishments; and lessons learned along the way followed by Q&A with the audience.
- **Daniel Sophiea, Global Sustainability Lead, Adhesives and Fluids, DuPont**
 - **Molly Pilarski, Vice President of Sustainability, Sika Corporation**
 - **Pedro Lopes, Chief Sustainability Officer, Kraton Chemical B.V.**
 - **Sjaak Griffioen, Vice President, Innovation, Sustainability & Business Support, Covestro Coatings & Adhesives; North America**
 - **Chris Brown, Vice President, Environment, Social & Governance, Synthomer**
 - **Randy Frank, Global Application Engineering Director, 3M Industrial Adhesives and Tapes Division**

3:45 to 5:45 p.m. BOCCE TOURNAMENT OR RELAXATION TIME ON YOUR OWN
***Bocce Tournament* (registrants only) – Croquet Lawn**

The Bocce Tournament will take place on the Croquet Lawn. Registered attendees should meet at 3:45 p.m. on the lawn. Casual attire is mandatory.

6:30 to 9:30 p.m. CHAIR'S RECEPTION & DINNER WITH HALL OF FAME AWARD PRESENTATION
TPC Sawgrass

TPC Sawgrass is located in the beautiful coastal community of Ponte Vedra Beach. Attendees should meet in the Historic Inn lobby at 6:00 p.m. for a 6:30 p.m. departure.

sponsored by



Wednesday, October 25, 2023

7:30 to 8:30 a.m. NETWORKING BREAKFAST – Lagoon, Historic Inn, Building 11
 All attendees, including guests, are invited.

8:30 to 9:45 a.m. ECONOMIC OUTLOOK
Stockton A, Historic Inn, Building 11
Robert Fry, Chief Economist, Fry Economics LLC

This presentation will cover broad global economy, with emphasis on markets of particular interest to the audience. Topics covered include GDP, industrial production, vehicle sales, housing starts, oil prices, inflation, and interest rates.

9:45 to 11:00 a.m. NORTH AMERICAN ADHESIVES AND SEALANTS MARKETS TO 2027
Stockton A, Historic Inn, Building 11
Benjamin Trent, Managing Consultant, Smithers

This presentation will focus on an overview of the report of the same title created for ASC by Smithers in 2023. Included in the presentation will be a high-level look at the size and growth of the market, as well as the outlook and expected growth by product type, end-use segment and region. A discussion of recent and current key trends and demand drivers will also be provided.

11:00 to 11:15 a.m. BREAK

11:15 a.m. to Noon TRANSFORMATIONAL CUSTOMER EXPERIENCE: EMPOWERING BUSINESSES TO THRIVE IN THE DIGITAL AGE
Stockton A, Historic Inn, Building 11
Kimberlee Sinclair, Vice President, Digital Customer Experience, H.B. Fuller (ASC 2023 Innovation Award Recipient)

In today's hyper-connected world, businesses are facing an unprecedented challenge to differentiate themselves and provide exceptional customer experiences. With the rapid advancements in technology and shifting consumer expectations, our industry must undergo a transformational journey to meet the demands of the digital age. This presentation will explore the concept of transformational customer experience and its crucial role in helping businesses thrive in the dynamic marketplace. We will delve into the key drivers behind this transformation, evolving customer expectations, and strategic approaches required to create a truly transformative customer experience. This presentation will examine the essential elements of a transformational customer experience strategy, including a deep dive into leveraging customer data and analytics to gain insights, employing advanced technologies to enhance personalization, and fostering a customer-centric culture within the organization.

Noon to 5:30 p.m. AFTERNOON ON YOUR OWN (GOLF AND TOURS)
***The Lagoon Course - Challenge Your Game Under Swaying Palms* (Golf chair: Dan Murad, President & CEO, ChemQuest Group)**

Registered golfers should meet in the lobby at 12:15 p.m. for a short walk to the Golf Pro Shop for check in. The group will then be directed to the Lagoon Course. First tee time starts at 1:00 p.m.

Sabrage Charter Tour

Sabrage tour registrants will meet in the lobby at 12:30 p.m. for a 1:00 p.m. departure. Lunch will be provided. Beverages can be purchased on the tour.

6:30 to 9:00 p.m. NETWORKING RECEPTION & DINNER (onsite)
Surf Club Patio & Florida Room, Building 23

Stay and mingle with industry peers for a relaxing networking event. All attendees, including spouses/guests, are invited to attend.

ASC 2023 LEADERSHIP CONFERENCE

MEET OUR SPEAKERS



CHRIS BROWN, Vice President, Environment, Social & Governance, Synthomer

Chris joined Synthomer plc as Vice President for ESG in April 2023 and brings extensive experience in sustainability leadership in a corporate environment. In this role, Chris works closely with the Board, Executive Leadership Team and external stakeholders to provide the insights and leadership which will define and drive the strategies and initiatives to enable Synthomer to achieve its Vision 2030 goals and longer-term objectives. Chris brings more than 20-years of experience from the food, agriculture, automotive and energy sectors with ABF plc, Olam International Ltd, Toyota and E.ON respectively. Whilst at Olam he was responsible for co-creating their Finance for Sustainability team and co-developing their Integrated Impact Statement. He has been a long-standing member of the Capitals Coalition, a liaison delegate with the World Business Council for Sustainable Development (WBCSD) and a former Board member of the Alliance for Water Stewardship.



RANDY FRANK, Global Director, Application Engineering & Sustainability Industrial Adhesives and Tapes Division, 3M Company

Randy Frank currently leads the global application engineering team for 3M's Industrial Adhesives and Tapes Division. Randy also leads the sustainability efforts for the division, focused on helping customers achieve their sustainability goals. Prior to this assignment, Randy led 3M Canada's technical organization, which included Research & Development, Product Engineering, Application Development, Quality, and Regulatory Affairs, based out of 3M's London, Ontario, Canada location. Randy obtained his Ph.D. in Polymer Chemistry from McMaster University in Hamilton, Ontario and holds undergraduate and master's degrees in chemistry from the University of Waterloo in Waterloo, Ontario. Randy has also served as a member of the board for Let's Talk Science, a Canadian national non-profit organization that promotes STEM education.



ROBERT FRY, Chief Economist, Robert Fry Economics LLC

Robert Fry is Chief Economist of Robert Fry Economics LLC, where he analyzes and forecasts the global economy to guide business decision-makers. Robert publishes a monthly newsletter, Current Economic Conditions, and speaks on the economic outlook to corporate leadership teams, customer/supplier events, and trade association meetings. Until retiring in 2015, Robert was Senior Economist at DuPont. Robert is currently a member of the Consensus Economics, Wall Street Journal, CNBC, and National Association for Business Economics survey panels. Robert received his bachelor's degree in economics from Ohio University and his Master's degree and PhD in Economics from Harvard University and has taught Managerial Economics to MBA students at the University of Delaware.



AARON GOLUB, Professional & Motivational Speaker

Aaron Golub is a professional speaker, entrepreneur, and consultant. He became the first legally blind division one athlete to play in a game when he played football at Tulane University. He started his journey as a speaker in high school. Aaron was asked to go on Good Morning America when he committed to play football at Tulane, he knew immediately that he had a message that would impact millions. This experience threw him into the deep end at 17 years old. Since then he has traveled the world sharing his message. Aaron leaves organizations and teams with both strategies to create true change but also with impactful insights that will allow them to rethink their past beliefs. Aaron is never one and done, he is there by your side to help you implement and act accordingly.



SJAAK GRIFFIOEN, Vice President, Innovation, Sustainability & Business Support, Covestro Coatings & Adhesives; North America

Sjaak started his career at Sigma Coatings BV (now part of PPG) in Amsterdam, the Netherlands leading initially the Sealants and later the Deco & Joinery paint research group for 7 years. Expanding his leadership experience, Sjaak moved to NeoResins BV, starting there in 1995 as the Industry Manager for Adhesives and Film Coatings but quickly assuming additional responsibilities and leading the Global Adhesives and Graphic Arts business beginning in 2000. As an expatriate with DSM (formerly NeoResins BV), Sjaak moved to the United States in 2008 to lead the global Architectural business, and then quickly assumed the role of Head of North American region in 2008 for DSM Coating Resins business based in Wilmington MA. In 2013 Griffioen assumed responsibility for the DSM Resins & Functional Materials business group Innovation, Strategy and Sustainability strategic direction. With the acquisition of DSM Resins & Functional Materials in 2020, now under the Covestro umbrella, he returned to the US in 2022 to continue to drive economic prosperity, environmental progress and social advances creating sustainable value for all stakeholders as Covestro Coatings & Adhesives as VP Innovation & Sustainability, based in Pittsburgh PA, USA.



LELAND HARRIS, Managing Director, Head of Chemicals, Houlihan Lokey

Mr. Harris is Head of Houlihan Lokey's Chemicals practice. Mr. Harris has more than 20 years of investment banking experience in the chemicals industry. Prior to joining Houlihan Lokey, he was Managing Director and Co-Head of Corporate Finance at C&Co/PrinceRidge. Previously, he was a Managing Director in the Industrial Group at KeyBanc Capital Markets, where he was responsible for advising companies in the chemicals sector and originating M&A and financing transactions. Mr. Harris was previously a Managing Director and Global Head of Chemicals with Dresdner Kleinwort Wasserstein (DrKW). Prior to DrKW, he was a Vice President in Chase Securities Inc's Global Chemicals Group in New York. Mr. Harris holds an MBA from the Darden School at the University of Virginia and a B.A. from Columbia University, where he majored in Economics. He serves on the President's Advisory Committee of Regis High School in New York City.



JASON HEIN, *Founder, Acumental B2B*

With over 25 years as a practitioner, thought leader, speaker, and consultant for manufacturers, distributors, associations, and technology companies, Jason Hein brings a unique perspective to how B2B firms can think differently about their relationship between their teams, their customers, and their tech stack. He has worked with legacy giants in distribution, industry leaders in manufacturing, innovative disruptors in marketplaces, and fast-growing industry associations. In recent years he has spoken on B2B digital strategy at events for B2B Online, The National Association of Wholesalers, the Industrial Supply Association, Modern Distribution Management, Master B2B, Industrial Distribution Magazine, The Fastener Show, The Independent Welding Distributors Cooperative, Affiliated Distributors, and others.



PEDRO LOPES, *Chief Sustainability Officer, Kraton Chemical B.V.*

Pedro Lopes was appointed Chief Sustainability Officer in 2022. Mr. Lopes is responsible for the organization's sustainability strategy, direction, and initiatives. Mr. Lopes has held multiple leadership positions in the organization since 2004, most recently serving as the Senior Director for the EMEA Commercial organization. Mr. Lopes has a MBA with Distinction from the Imperial College London Business School and holds a Master's Degree in Chemical Engineering from the Instituto Superior Técnico in Portugal.



DAN MURAD, *President & CEO, The ChemQuest Group*

Dan Murad is the CEO of The ChemQuest Group, Inc. His career in the specialty chemicals industry spans over 40 years. Dan serves on many professional and industry organizations and committees, and he serves as an independent director on the Board of four organizations. His passions lie in enhancing sustainable profitable growth through innovation and value creation. He holds a BS Chemistry degree from Wabash College and an MBA in Finance from William & Mary.



MOLLY PILARSKI, *Vice President of Sustainability, Sika Corporation*

Molly O'Hara Pilarski is the Vice President of Sustainability for the Americas region at Sika, a global specialty chemicals company. Since 2018, she has been instrumental in forming Sika's regional sustainability department and driving sustainability initiatives. She received her master's degree in environmental policy from the Paris Institute of Political Studies, which equipped her with a comprehensive understanding of environmental challenges, policy frameworks, and sustainable development strategies. This academic foundation, coupled with strategic vision and a decade of industry experience, uniquely positions Molly to activate transformative development along Sika's sustainability journey.



KIMBERLEE SINCLAIR, *Vice President, Digital Customer Experience, H.B. Fuller*

Kimberlee Sinclair leads H.B. Fuller's global digital marketing, e-commerce, and other digital experience efforts aimed at providing transformative digital interactions across the customer journey. With 30 years of proven leadership in both the corporate and non-profit sectors, she has a broad range of global experience in strategic planning, change management, executive speechwriting, enterprise communications, M&A integrations, marketing, and public relations. Kimberlee earned her M.S. in Marketing Communications from Boston University's College of Communication and a B.A. in Politics and Sociology from Mount Holyoke College. She is currently the Chair of the Carlson Global Institute Advisory Board at the University of Minnesota and a member of the Minnesota Children's Museum Board of Directors, where she serves on the Governance Committee.



DANIEL SOPHIEA, *Global Sustainability Lead, Adhesives and Fluids, DuPont*

Dan received a B.S. in Chemistry from Wayne State University and Ph.D. in Polymer Chemistry and Engineering from The University of Detroit. He held various management positions at Dow Chemical and Dupont, including research and development, technical service, applications development, product marketing and patent strategies. Dan became global sustainability leader for DuPont's Corp Business Group, including Adhesives, Sealants, Thermal Management, Multibase and Tedlar in 2022.



BENJAMIN TRENT, *Managing Consultant, Smithers*

Benjamin holds a bachelor's degree in finance and an M.B.A from the University of Akron. Benjamin has spent the last decade in market research and strategic consulting across a wide range of industries. In this time, Benjamin has participated in all functions of these roles including conducting primary and secondary research, analyzing trends, developing market size estimates, evaluating competitive landscapes, authoring reports, developing strategic recommendations, and conducting presentations. In his current role, Benjamin leads the strategic consulting division of Smithers Information in North America. This division works with clients to gather a deep understanding of their business goals, and to develop in-depth research programs to provide visibility into markets and niches. This process is designed to dig deep into a variety of industries and topics, gather insights, and provide an unbiased view of the key challenges faced by our clients. These efforts allow our clients to evaluate their strategic plans and make decisions based upon credible data and analysis, supported by robust research conclusions and recommendations.

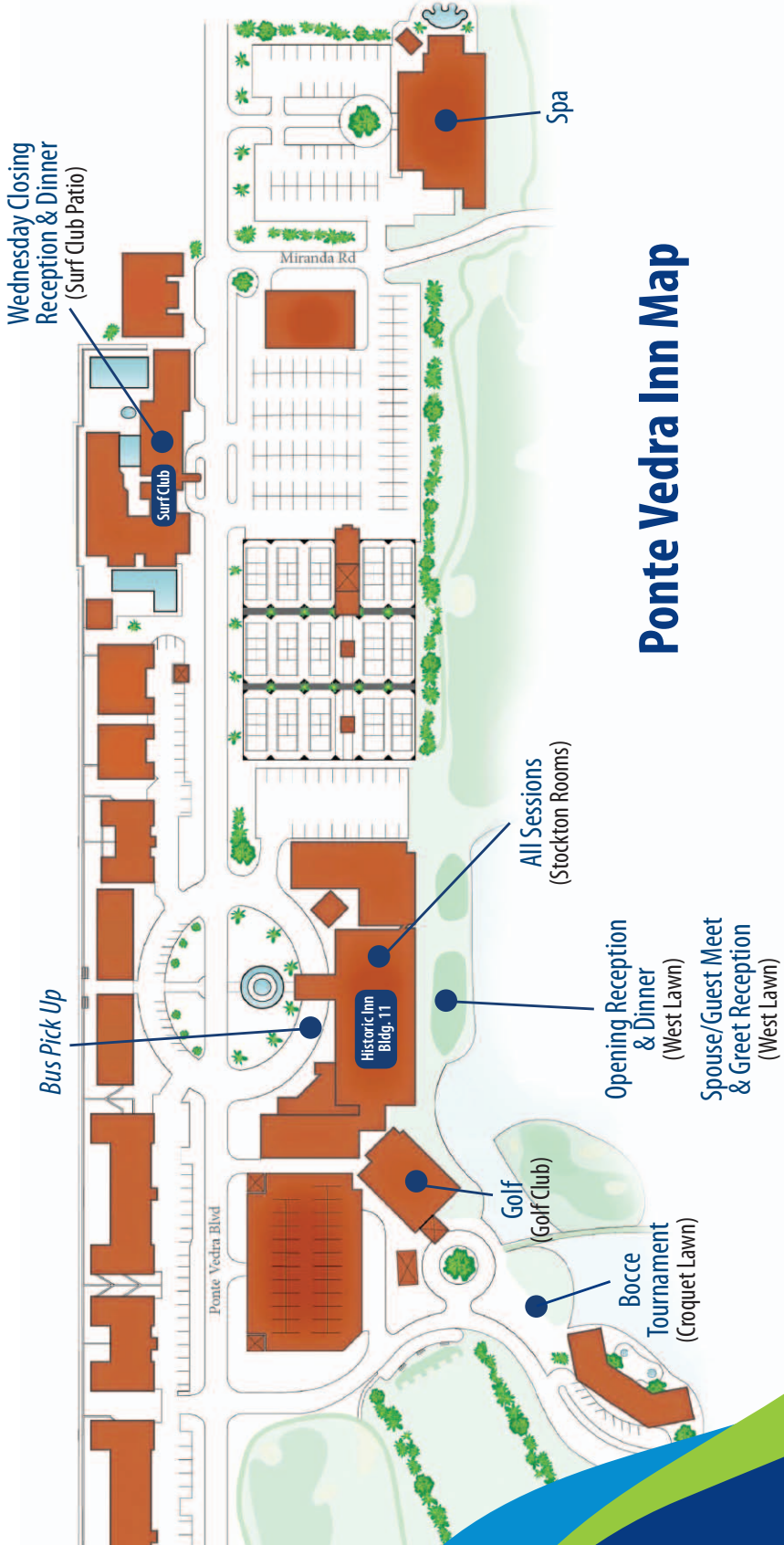
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**CHAIR RECEPTION &
DINNER SPONSOR (Tuesday)**



The ChemQuest Group, Inc. is a leading business strategy firm in specialty chemicals. Our core competency is guiding clients to profitable growth outcomes through: strategic planning and assessments; development of marketable technology visions; channel expertise, point-of-purchase merchandising, and winning sales strategies. ChemQuest directs market research initiatives and value chain analyses; manages complexity, uncovers manufacturing operational inefficiencies, performs scenario planning and decision & risk analysis and offers formulation assistance and innovation through its expert R&D services. Additionally, access to The ChemQuest Group's comprehensive Coatings and Adhesives databases provide the statistical "tools" to add value and insight to your market development efforts. Web: www.chemquest.com.



Ponte Vedra Inn Map