



The packed Annual Convention & EXPO provided lots of fantastic memories and takeaways

## A great time to come together

What a year it's been so far! With everyone having just returned from an enjoyable few days at our Annual Convention & EXPO, we wanted to celebrate this fantastic event in this issue to either bring back some happy memories for those in attendance or highlight everything

you missed if you weren't able to join us! Over the next few pages you'll hear about some of the enlightening presentations, fun-filled receptions, who won this year's Innovation Awards, and much more. With the ASC team now back in the office after such a great week, we're

now turning our attention to some busy months ahead with more great educational opportunities, our next Sustainability Summit, and the Executive Leadership Conference. Thanks for your continued support and we look forward to seeing you again soon.

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**COMING SOON: EXECUTIVE LEADERSHIP CONFERENCE**



It was fantastic to see so many ASC members come out in force for this year's Annual Convention & EXPO

# Annual Convention certainly lived up to expectations

A huge thank you to the more than 750 attendees at our Annual Convention & EXPO a few weeks ago in sunny Louisville, Kentucky. We're sure you'll agree it was a wonderful few days with almost too many highlights to mention! "What made this year's event so special was the fact we had one of our highest attendances since

COVID-19. The energy and the enthusiasm among attendees were really high and the mood was very upbeat and positive," says Bill Allmond, ASC President. The various keynote presentations captured some of the biggest issues currently facing the adhesive and sealant market, with sessions centered on the many

challenges and opportunities posed by sustainability, boosting your leadership skills, as well as the continued growth of the electric vehicle market. Everyone also enjoyed a particularly pertinent session on artificial intelligence from AI expert Noelle Russell – who notably was introduced to the stage

by an entirely computer-generated doppelganger, which eerily captured her exact likeness, voice, and mannerisms. “Our educational program at the Annual Convention is always strong, but we were really pleased by the number of compliments we received from attendees about the quality of the speakers and topics. It really reinforced that we're delivering a program that the industry wants and validates

everything that we're doing,” says Allmond. There were over 50 educational sessions, two technical short courses, the annual ASC Innovation Awards, and plenty of time to network and enjoy the Louisville hospitality. Open throughout the event, the popular EXPO was also very well attended with the 85 vendors and suppliers seeing plenty of foot traffic and constantly engaging in conversation with all the attendees.

It was also fantastic to see so many of you set aside some time to give back to the local community by helping put together medical packages for **Supplies Over Seas (SOS) Health and Hope**, and tour their Louisville facilities. Some 65 volunteers spent over four hours helping the charity – which collects medical supplies discarded because of their expiration dates – sort and package everything from scalpels to ventilators, ready for



The meeting opened with ASC's Short Courses on Formulation Strategies (pictured) and Polyurethane



Opening keynote and motivational speaker, Chad Foster, is welcomed by Bill Allmond, ASC President

shipment to third world countries that don't have access to these essential resources. The closing reception celebrated the end to another fantastic meeting but was particularly poignant as ASC was able to honor one of its former board members and industry great, Rusty Thompson, who passed away suddenly earlier this year. As a tribute to him and the significant impact he had on the organization and the

wider adhesive and sealant market, ASC was proud to welcome his wife and daughter to honor his memory. "Years ago, Rusty invited Convention attendees to wear their favorite sports jersey to help encourage networking," says Allmond. "This year, we brought back that tradition at the reception, which also featured a bourbon tasting as well as games for attendees. He was really passionate about his golf and football, so

we had a nine-hole miniature golf course set up in the ballroom and a giant inflatable goalpost, and held a competition to see who could kick the ball through the uprights. It was a really fun night, and everyone had a great time." As a mark of respect, ASC also announced it was renaming the ASC Scholarship Program, which Thompson started in 2017. It will now be known as the **Rusty Thompson Memorial Scholarship**.



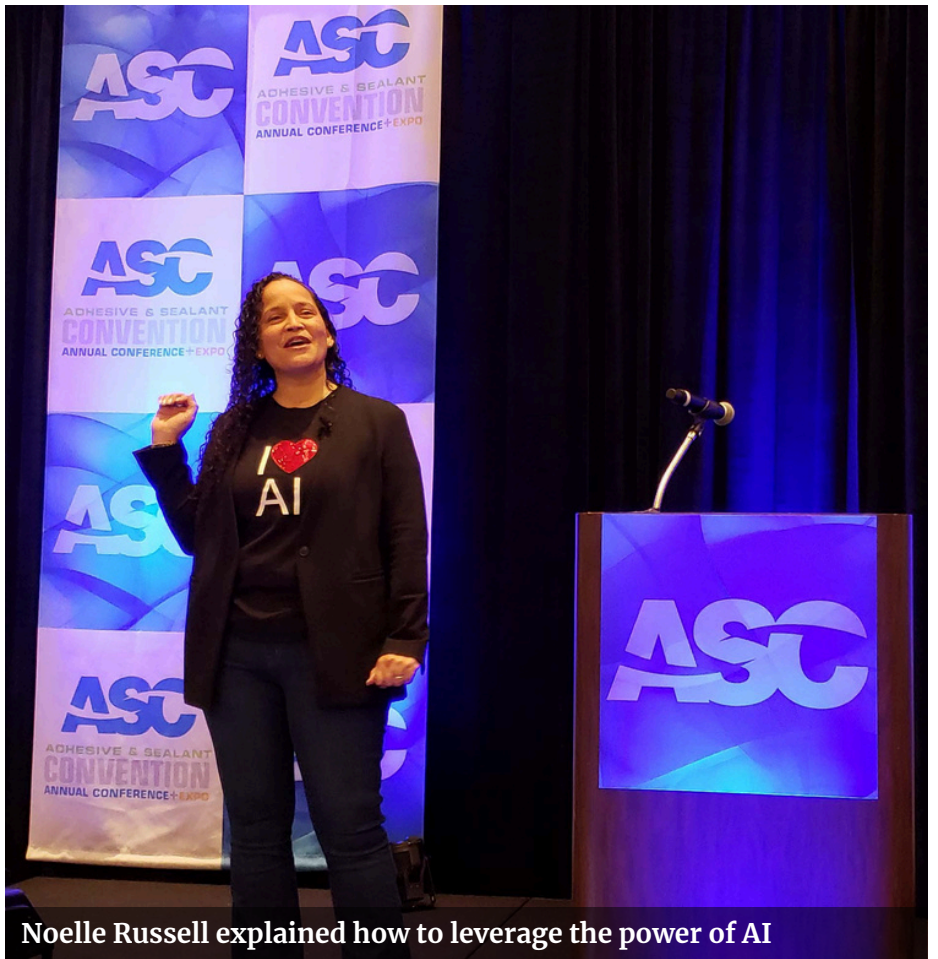
The opening reception provided plenty of opportunities for everyone to catch up and network



Attendees enjoyed a warm Kentucky Derby welcome



ASC Board Chairman, Forest Driggs, took to the stage



Noelle Russell explained how to leverage the power of AI



Chuck Williams (left), Senior Global Technical Director and Fellow, joined a panel discussion with Heather Campe, Senior Vice President of H.B. Fuller, and Dan Adams, President of the AIM Institute



A evening of sporting fun at the closing reception



Volunteers helped SOS Health and Hope for this year's ASC Gives Back Community Service Project



ASC honored the memory of Rusty Thompson

# H.B. Fuller innovation wins the plaudits and takes home award

Congratulations to H.B. Fuller on winning the ASC Innovation Award for the second successive year!

Once again, our panel of judges praised the exceptional standard of entries but decided H.B. Fuller's "*Thermoplastic Encapsulant Platform for Photovoltaic Modules*" was the deserving winner for 2024. The unique platform

enables lower levelized cost of electricity – or LCOE – and supply chain versatility while ensuring the critical performance requirements for thin-film modules by leveraging underutilized raw material feedstreams. Utilizing adhesives to improve the performance of PV modules has been an area of opportunity ASC identified for members in 2021, says

Bill Allmond, the association's President. "I'm always amazed by the incredible level of innovation that is taking place in our industry. Our Innovation Awards really symbolize the importance of our industry continuing to work together with their customers to address their unmet needs through new technologies," he notes.



Pictured left to right: Bill Allmond, ASC President, with the winners of this year's award – Thomas Kauffman, Andrew Prybylowski, and Jayesh G. Bokria of H.B. Fuller – and Tom Stewart of Bostik



The Awards symbolize the importance of industry working hard to meet customers' unmet needs

“There's an endless list of possibilities and needs that downstream industries rely on our industry for – and it's really important that we as the industry association recognize this. These awards show the great work that peers and competitors are doing and further encourages others to innovate.”

H.B. Fuller started to commercialize the TPx platform in 2022. You can view its video about

the new new technology and its development by clicking the “Play” button in the image above.

“Once we recognized the market need for a low-cost, supply-resilient PV encapsulant, our skilled cross functional technical and commercial team came together to create this technology with underutilized polymers in the PV industry,” the business states in the video. “We are proudly leading the

way in providing adhesive and sealant solutions that directly benefit the renewable energy market.”

The first runner up prize went to Bostik with its “*Copolyester Based Compostable Cold Seal for Heat Sensitive Packaging: Turbo-Seal® LOOP 1.0*”, while Geisys Ventures, LLC was named second runner up for its “*D-Glue – A debondable adhesive platform*”. **Click here to read more about all the entries.**



The ASC logo is rendered in a bold, blue, sans-serif font. The letters 'A', 'S', and 'C' are interconnected, with the 'S' being particularly prominent and stylized.

# Executive Leadership Conference 2024

Join ASC from October 21-23, 2024 in Charleston, South Carolina

## Save the date for October's Executive Leadership event

It's now only a matter of months until our annual Executive Leadership Conference – so be sure to save the date and secure your place.

Join ASC from October 21-23 at the Wild Dunes Resort – Sweetgrass Inn, in Charleston, South Carolina, for the usual mix of inspiring keynotes, educational opportunities, and

networking spread over two and half days.

“The Leadership Conference is a must attend this year,” says Bill Allmond, ASC President. “We still have so many levels of uncertainty about the future, so we'll be featuring topics that address the economy and the outlook for the rest of 2024 and throughout

2025. We will continue to feature topics such as sustainability, which is an important subject for many of our member companies who are still trying to understand how it will change their business models. This event will certainly offer a lot of value and many key takeaways.” **Register today by visiting our website.**



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