



THE **ADHESIVE AND SEALANT** COUNCIL, INC.
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Dr. Martin Regalia to Keynote April's Adhesive and Sealant Convention in Austin

Bethesda, MD (February 6, 2009)—The Adhesive and Sealant Council, Inc. (ASC) has announced that Dr. Martin A. Regalia, chief economist at the United States Chamber of Commerce, will be its 2009 Spring Convention keynote speaker. Dr. Regalia's presentation will echo the convention theme—*Managing the Crisis...Our Industry Coming Together*—through his insider's analysis of current economic drivers and their impact on American business, and economic forecast for the year ahead.

Hundreds of like-minded individuals will gather at the Renaissance Austin Hotel in Austin, Texas, on April 5-7 for the largest meeting of adhesive and sealant professionals. Other featured speakers will include Jim Lindell, president of Thorsten Consulting Group Inc., who will discuss surviving the recession; and Robert Matthews of McKenna Long & Aldridge L.L.P., Attorneys at Law, who will present a thorough REACH update.

“In these challenging times, it is important for us to network, exchange ideas and explore best practices,” said ASC President Lawrence D. Sloan. “The dynamic general sessions and educational programs will provide attendees with practical tools to ensure their companies' survival, while the venue is an economical way to meet with multiple colleagues in one place.”

Attendees will be able to connect with industry authorities and learn how the profession can work together to overcome its current challenges, domestically and globally. The educational program will feature many enlightening topics, including sustainable adhesives and sealants and other “green” practices that affect the field, formulation technology, sealant performance, strengthening distributor and supplier relationships, and small business strategies.

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In addition to the convention's compelling educational program, ASC's Pressure Sensitive Adhesive (PSA) technical short course will be offered. The expert-led, comprehensive curriculum is designed for a variety of technical and sales/marketing personnel employed by adhesive and sealant manufacturers, suppliers or end-user companies. Registrants for both the convention and the short course receive a discount.

On April 6, 2009, the ASC EXPO—the largest adhesive and sealant product showcase in the western hemisphere— will feature leading suppliers, manufacturers and service providers. These companies will demonstrate the latest products and innovations in one convenient place. With only 18 booths still available, the EXPO will soon be sold out.

Registration for the ASC 2009 Spring Convention and EXPO is now open. ASC members receive a discounted registration fee, and as a professional courtesy, the member rate is also extended to end-users. Trade press receive a drastically discounted registration rate and are invited to attend the event. Access to general sessions, educational sessions, networking events and the industry EXPO is included with registration fee.

Complete information is available on ASC's Web site, www.ascouncil.org/industry/conventions.

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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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