



ASC is planning many more events, webinars, and workshops throughout the year

A busy time, but more to come

Now we're all back from ASC's 2023 Convention and EXPO, we'd like to give a huge thanks to all our sponsors, attendees, and exhibitors.

As always, you helped to make the event a real success and it was wonderful to see so many of you make the trip to New Orleans, LA.

You can find out about some of the highlights over the coming pages, along with a photo gallery that captures some of the standout moments from those few days last month. It was certainly a full program!

Besides some insightful presentations, the event saw the unveiling of our

Innovation Award winners as well as our brand new member magazine, *Adhesive and Sealant Showcase*. The launch issue featured articles on construction, EVs, and the economy. If you missed it, or want to access the presentations, visit our [website](#) or get in touch with the ASC team.

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EXECUTIVE LEADERSHIP
CONFERENCE

The 2023 Annual Conference and EXPO was a huge success

It was fantastic to have so many of you join us at ASC's 2023 Annual Convention and EXPO last month in New Orleans, Louisiana. The turnout was phenomenal with more than 750 attendees – the highest since pre-pandemic – enjoying the meeting in a sunny New Orleans. The Hyatt Regency New Orleans proved an excellent venue and hosted a range of interesting discussion topics, some great opportunities for networking, and several occasions when we could let our hair down and enjoy the social events.



Bill Allmond
President, ASC

There were many standout presentations, with topics covering everything from recycling and material selection to digitalization

Being in New Orleans, we couldn't go without marking the occasion with our very own Mardi Gras opening reception. Accompanied by a live jazz band, attendees were able to enjoy some Creole cuisine and catch up with friends and colleagues. It was the first time ASC had held the Convention in the historic city in many years and it certainly exceeded our expectations. The atmosphere was fantastic and it was reassuring that despite the difficulties that have been affecting our industry and beyond these past few years, the mood of those in attendance was very upbeat and positive. This year's theme – *Together Navigating Through Change* – certainly captured the spirit of the Convention, with many speakers

highlighting the ways our world has been transformed of late and the opportunities that are arising because of it. There were many standout presentations spread over the three days, with topics covering everything from recycling and material selection to digitalization and regulation. We were even able to venture out of the hotel to enjoy a bus tour of the nearby Port of New Orleans and learn about the inner workings of this vital link in the supply chain. The event opened with a very engaging presentation outlining the seven rules of leadership from Susan O'Malley, former President of the Washington Sports and Entertainment and first female President of a



The Convention allowed the great and the good of the adhesive and sealants industry to reunite

IMAGE: MIKE SOCHA, KDG MARKETING & ADVERTISING

professional sports franchise.

Among our other keynotes was Dr. Michael Okoroafor from McCormick & Company who talked about Environmental, Social, and Governance and how to futureproof your business. Dr. Malik Thompson from NASA also provided some great examples of how our industry is pushing the boundaries with innovation. He also talked us through how

integral adhesives and sealants are to the design of jet propulsion rockets and the vehicles that will eventually be heading to the moon – and even Mars – in the coming years. And talking of innovation, another particular highlight was announcing the winners of this year's Innovation Awards. Again, the standard of entries was really high and we had some excellent entries (see page 7).

As ever, our EXPO proved a popular draw during the event, with exhibitors filling the room and showcasing their products and services. The popular ASC Gives Back community event also made a welcome return, with a fun afternoon spent outside to help paint picnic tables and shelters, and clear hiking trails at the local Bayou Sauvage Urban National Wildlife Refuge.



Susan O'Malley, former President of the Washington Sports and Entertainment, takes to the stage



Quite a welcome at the NOLA Mardi Gras opening reception



The Pressure Sensitive Adhesives Short Course proved popular



With over 750 attendees, you never know who you're going to meet



The annual Innovation Awards attracted some fantastic entries



Arkema's Sanjay Luthra introduces Wednesday's keynote



McCormick & Company's Michael Okoroafor discusses ESG



NASA's Dr. Malik Thompson explored deep space and the application of adhesives and sealants



The bustling EXPO floor was filled with exhibitors showcasing their products and services



The ASC Gives Back Program was helping the Bayou Sauvage Urban National Wildlife Refuge



As ever, the workshops proved popular during the three-day event

IMAGES: MIKE SOCHA, KDG MARKETING & ADVERTISING



Congratulations to this year's Innovation Award winner, H.B. Fuller

Innovation Awards showcase exciting new technologies

A lightweight encapsulant for battery packs from H.B Fuller has been named as the overall winner of ASC's 2023 Innovation Awards. Many congratulations to Lee Polance and Albert Giorgini and their team. The winning entry, "EV Protect 4006 Lightweight Encapsulant for Lithium-Ion Batteries", is a two-component foaming, flame-retardant

polyurethane encapsulant, which prevents or inhibits thermal runaway in lithium-ion (Li-ion) battery packs – improving safety and performance. The presentation, which took place on the first full day of this year's Convention and EXPO, also saw Nvirovate announced as first runner up with its

"Soybean Oil PSA: Brand ESG & Sustainability Enabler". Second runner up went to Xlynx for its development of "Universal Covalent Adhesives for Use with Low Surface Energy Polymers." Each year, ASC marks the innovative contribution of our membership to the adhesive and sealant industry and puts a

spotlight on those who are making significant impacts in the marketplace.

"This year's volume of submissions was again very impressive," said Brian Peters, Director of Membership and

Industry Programs. "ASC and the judges were pleased with the quality of the 30 submissions received for the 7th annual program in which we recognize unique developments for our industry."

To find out more about the ASC Innovation Awards Program, visit the [official awards page](#). And if you're interested in sponsoring the 2024 awards, please reach out to Myranda Nickoloff via [email](#).



1st Runner Up: Nvirovate



2nd Runner Up: toXlynx



Join us at Ponte Vedra Beach, Florida, from October 23-25, 2023

Save the date for the Executive Leadership Conference in Oct

ASC has been busy behind the scenes planning what promises to be an event you won't want to miss later this year, the 2023 Executive Leadership Conference.

Taking place from October 23-25, 2023 at the Ponte Vedra Inn & Club in northeast Florida, the oceanfront resort will provide the perfect setting to discuss market

trends and some of the most pressing issues facing the adhesive and sealant industry.

Of course, expect sustainability and the supply chain to feature prominently among the presentations, along with a look ahead to 2024 and what the economy holds in store. ASC is delighted to be adding another leading

figure from the industry into our Hall of Fame at the Chairman's dinner, joining last year's deserving inductee, H.B. Fuller's Jim Owens.

We will also be hosting some of the industry's top talent at our Emerging Leaders Workshop, making its return to the Leadership Conference for the first time since 2019.



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