



FOR IMMEDIATE RELEASE

Media Contact:

Matt Croson
 President
 (301) 986-9700 ext. 111
Matt.Croson@ascouncil.org

ADHESIVE AND SEALANT COUNCIL TO DEVELOP TRAINING ACADEMY WEBINAR CONTENT WITH INDUSTRY CONSULTANTS AND EXPERTS

Council to Develop Eight General Education Webinars Focused on Adhesives and Sealants Fundamentals, Hires Education Manager to Support Effort

Bethesda, MD – August 14, 2012 – The Adhesive and Sealant Council (ASC) is developing a series of eight fundamentals of training webinars to support its recently launched ASC Training Academy. To develop the content, ASC is collaborating with five organizations with deep ties to the industry. In addition, Nick Mancusi, Assoc. AIA, has joined the Council as its Education Manager to develop and execute the program.

The following webinars and consultants will work closely with the Council to develop the eight ASC Training Academy programs. Four will support member companies, and four will support end user design engineers:

Member Webinars	End User Webinars
Adhesives and Sealants Testing 101 Chemsultants	Adhesives in Building and Construction 101 ChemQuest
Adhesives 101 ChemQuest	Adhesives and Sealants in Assembly 101 DPNA International
Rheology 101 David Horwat	Adhesives in Packaging 101 David Horwat
Additives 101 David Horwat	Adhesives and Sealants Technology Types 101 KLEBTECHNIK

The goal of the Training Academy is to ensure ASC Member Company employees are trained in the basics of adhesives and sealants, and to reach out to the downstream user community and ensure they are aware of the value of adhesives and sealants. The ASC Training Academy will be located on the www.adhesives.org platform, the leading educational portal in the adhesives and sealants community.

“ASC is excited to be working closely with our industry colleagues to develop the Training Academy as we support the Council’s vision of being the essential center of knowledge for both members and the end user communities,” said Matthew E. Croson, President of ASC. “This effort is part of a plan to add value to the ASC membership via an investment from the Council’s reserves, and something that has been developed and guided with input from multiple ASC member company leaders including the Board of Directors, Technical Committee and ASC’s Executive Committee over the past 11 months.”

MANCUSI JOINS AS EDUCATION MANAGER

To support the execution of the program, ASC has hired Nick Mancusi, Assoc. AIA as its first Education Manager. Mancusi joins ASC after serving as the President of the American Institute of Architecture Students (AIAS). He holds a bachelor’s degree in architectural studies and a master’s degree in architecture from Taliesen, Frank Lloyd Wright School of Architecture. He has experience designing and building sustainable homes, including a USGBC Platinum Home and multiple cellular phone tower installations.

Mancusi will report to Senior Director of Member Services—Steve Duren—who oversees the educational programming for the Council, including its well-regarded Convention and EXPO program, which typically produces more than 100 sessions during the year. Duren also serves as the staff liaison for the Membership Committee.

“ASC is excited to have Nick join the team and be a part of the Training Academy development,” adds Croson. “Nick is an important part of the human resource investment the Council is making to ensure the program has the resources it needs to build a dynamic program that supports members and end users.”

ASC will announce the ASC Training Academy schedule in the near future, with the goal of having all eight of the programs produced and launched in 2012 and 2013. Information the program will also be available at the upcoming ASC Fall Convention and EXPO, being held October 21-23 in Louisville, KY. Information on the program can be found at www.ascouncil.org.

For more information, or to sign up for the webinar program announcements, click [here](#). ASC member company contacts already in the Council’s system will automatically receive announcements, but the Council encourages members, supply chain partners, end users and other interested organizations and individuals to sign up for Training Academy announcements [here](#).

###

The Adhesive and Sealant Council (ASC) is a North American trade association dedicated to representing the adhesive and sealant industry. The Council is comprised of 120 adhesive and sealant manufacturers, raw material and equipment suppliers, distributors and industry consultants, representing more than 75% of the U.S. industry with operations around the world. Offering education, legislative advocacy, professional networking and business growth solutions for its members, the ASC is the center of knowledge and catalyst for industry growth on a global basis for manufacturers, suppliers and end-users. For more information about ASC, visit

www.ascouncil.org.

###