Executive Leadership Conference 2017

October 16-18, 2017 | Tucson, Arizona

Westin LaPaloma Resort & Spa

Focus On The Future

Bringing Adhesive and Sealant Industry LEADERS Together
Fellow Industry Peers: I invite you to join me and our industry’s senior leaders as we gather in Tucson, Arizona October 16-18 for ASC’s first annual Executive Leadership Conference at the Westin La Paloma Resort and Spa.

Moving ASC’s Executive Leadership Conference to an annual event this year ensures that we provide quality programming and networking opportunities for manufacturer and supplier executives on a more frequent basis.

Our theme is “Focus on the Future,” and we are featuring an impressive speaker line-up covering key topics such as post-merger integration, forecasts on global economic and monetary policy, innovating with mega trends, end-user perspective on practical sustainability, and key market trends within the adhesive and sealant industry.

In addition to our programming, there will be numerous networking opportunities throughout the two-day event, including receptions and dinners, our golf outing, and off-site excursions.

Whether you are currently leading your company or are an “emerging leader,” you will not want to miss this conference. 2017 has been an exciting year of “firsts” for the ASC, and the Executive Leadership Conference will be no exception. Join us this October and invest in your business in a different way. I look forward to seeing you in Tucson!

Sincerely,

Chuck Williams
Global Technical Director, Avery Dennison
Chair, Adhesive and Sealant Council

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**SPONSORS**

**CHEMQUEST**
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

**KRATON POLYMER USA**
Kraton Polymers, the world’s leading manufacturer and supplier of styrene block copolymers, can bring improved performance and processing benefits to the adhesives sector. Its innovative Kraton® D and G polymers allow customers to tailor adhesive properties for demanding applications, such as packaging tape, labels, disposables and sealants. Web: www.kraton.com

**INGLEVITY**
Ingevity is a global leader in packaging and packaging solutions for the cosmetics and personal care, healthcare and pharmaceuticals, food and beverage, home and garden and media industries. Headquartered in Richmond, Va., the Specialty Chemical Division resides in Charleston, S.C. This raw material division provides additives as adhesion promoters, maleic resins and tackifiers to the adhesive industry. One of their specialties is in the area of Tack Coat. Tack coat is a sprayed emulsion that provides a thin, adhesive film between existing pavement and the new surface. Their pine chemicals are also used in the manufacture of adhesives. Web: www.ingevity.com

**PECORA CORPORATION**
Originally a paint and varnish company, Pecora Corporation was founded in Philadelphia, Pennsylvania in 1862. Over the next hundred years, Pecora continued to grow and its research program for new products was intensified. Through the years, as paint slowly slipped from its former dominant position, sealants and adhesives became the company’s most important products and has remained so to this day. Pecora’s products are distributed internationally from our headquarters in Harleysville, Pennsylvania. They provide products for a wide variety of applications including epoxies, silicones, urethanes and waterproofing products for the preservation of concrete and masonry structures. Web: www.pecora.com
Monday, October 16

7:00 p.m. **MEET AND GREET NETWORKING DINNER**

All guests are invited to attend.

Tuesday, October 17

7:30 a.m. **REGISTRATION**

7:30 to 8:50 a.m. **NETWORKING BREAKFAST**

All attendees, including guests, are invited to this breakfast.

8:50 to 9:00 a.m. **ASC LEADERSHIP PROGRAM OVERVIEW**

*Chuck Williams, ASC Chair, Avery Dennison*

ASC Chair Chuck Williams will welcome attendees, provide an overview of the program and networking events.

9:00 to 10:15 a.m. **FUTURE FOCUS: AHEAD OF THE CURVE FOR 2017 AND BEYOND**

*Paul Hodges, Chairman, International eChem*

With global uncertainty on the rise, Paul Hodges will provide an outlook for key regions of North America, Europe and China, including an overview of the key economic data as well as relevant political and policy changes. Paul will focus in more detail on key chemical industry developments as these relate to the adhesives and sealants industry, including the energy market developments, such as shale gas, with particular reference to US markets. He will then close with an outline of potential key issues for 2018, with some thoughts on how attendees might best position themselves for success.

10:15 to 10:45 a.m. **BREAK**

10:45 a.m. to Noon **ACQUISITION INTEGRATION (AI) AT ROYAL ADHESIVES & SEALANTS - KEY PRINCIPLES, INTEGRATION MANAGEMENT PROCESS AND OVERSIGHT, REVIEW AND LESSONS LEARNED**

*Ted Clark, CEO, Royal Adhesives & Sealants*

Acquisition Integration in the chemicals market is thriving and many deals are well thought out strategic fits while others are destined for post-merger integration failure. This session will highlight key integration principals and the strategy used by Royal Adhesives & Sealants. Attendees will hear about the good the bad and the ugly of merger and acquisition principals as well as stories from the past.

Noon to 1:30 p.m. **NETWORKING LUNCH**

All attendees, including guests, are invited to this lunch.

1:30 to 2:45 p.m. **TOPIC AND SPEAKER TBD**

2:45 to 3:00 p.m. **DAY ONE WRAP-UP**

*Bill Allmond, President, Adhesive and Sealant Council*

ASC President Bill Allmond will highlight the evening’s activities and alert attendees to programming and activities for Day Two.

3:00 to 5:30 p.m. **ATTENDEE NETWORKING “ON YOUR OWN”**

5:30 to 9:00 p.m. **RECEPTION & DINNER**

All attendees, including guests, are invited.

Wednesday, October 18

7:30 to 8:30 a.m. **NETWORKING BREAKFAST**

All attendees, including guests, are invited to this breakfast.

8:30 to 9:30 a.m. **AUTO INDUSTRY OUTLOOK AND PRACTICAL SUSTAINABILITY**

*Andy Acho, Environmental Initiatives Expert and Former Worldwide Director of Environmental Outreach and Strategy, Ford Motor Company*

The automotive industry is changing faster than it has in the last century. It is entering a new era of smart mobility and connectivity. Some experts are predicting the auto future will be “fast, furious and uncertain”. Continuing global vehicle growth in its present form is not sustainable. Disruptions will be inevitable. The major issues that will need to be addressed include the need for autonomous vehicles, urban mobility solutions, advanced technology – including lighter weight and renewable materials, and further emphasis on energy issues, sustainability and social responsibility. This presentation will not only deal with the outlook for the auto industry but how corporations can help make the world a better place while reaping financial rewards. Numerous examples exist on how auto industry OEMs and suppliers have profite handsomely by proactively pursuing environmentally responsible actions.

9:30 to 10:45 a.m. **INNOVATING WITH TRENDS - A CREDIBLE FUTURE**

*Richard Sear, Partner & Senior Vice President, Frost & Sullivan*

The future will happen faster than most realize. Industries will be disrupted, some will transform, and some will collapse. It is your mission to ensure your company and people are prepared for change and have a thorough understanding of the issues that will inevitably bring about the next wave of change. This talk and interactive session will focus on many of the exciting areas you must know about and help you take those areas and develop some future visioning for how they may impact your company, career or life in general.

10:45 to 11:00 a.m. **BREAK**

11:00 a.m. to 12:15 p.m. **DISRUPTIVE TECHNOLOGIES AND POLICY ShiftS FOR ADHESIVES AND SEALANTS TO WATCH FOR IN THE NEXT 5 YEARS**

*Dan Murad, President, The Chemquest Group*

A number of trends and discontinuities have significant implications on the adhesives and sealants industry over the next five years. This presentation will investigate the reality of potential technology substitution threats by ultrasonic welding, the challenges & opportunities of implementing bonding of carbon fiber and dissimilar materials, implications of policy changes for chemicals including adhesives & sealants within the retail market and what to expect in the building & construction market over the next five years.

12:15 to 6:00 p.m. **AFTERNOON ON YOUR OWN**

6:00 to 7:00 p.m. **CHAIRMAN’S RECEPTION**

All attendees, including guests, are invited.

7:00 to 9:00 p.m. **CHAIRMAN’S DINNER**

All attendees, including guests, are invited.
ANDY ACHO
**Environmental Initiatives Expert and Former Worldwide Director of Environmental Outreach and Strategy, Ford Motor Company**
Since retiring from Ford in 2006, Andy Acho has become a valuable resource for organizations interested in protecting the environment and improving performance. Andy Acho began driving environmental stewardship efforts for Ford Motor Company in 1990. He launched and led Ford’s Recycling Action Team (The RAT Patrol) which has worked for over a decade proactively developing and implementing uses for post-consumer recycled materials including plastic and rubber. Andy Acho also initiated and led Ford’s success in recycling more than 10 million tires into environmentally responsible rubber products used for athletic fields, mulch, playground materials, therapeutic riding arenas, and roads. In addition, Andy Acho led Ford’s global Conservation and Environmental Grants program in more than 40 countries. Andy Acho received his Bachelor of Science degree in 1963 and his MBA in 1967, both from the University of Detroit. His post-grad executive management training was completed at Duke University. Andy Acho is active with numerous educational and environmental organizations supporting a variety of initiatives. He served as Chairman of the Corporate Advisory Board at Smith College’s Picker Engineering Program, where women engineers are being educated to be environmentally responsible and socially conscientious.

TED CLARK
**CEO, Royal Adhesives & Sealants**
Theodore Clark is the Co-Founder of Royal Holding Inc. and President and Chief Executive Officer of Royal Adhesives & Sealants LLC, a global top ten manufacturer of Adhesives & Sealants for the transportation, assembly and construction industries and is also an investor and member of the Board of Directors of MPD Laboratories Inc: a leading manufacturer of acrylate and organosilicon monomers used for healthcare applications including dental technologies, bio medical, wound care and contact & intraocular lenses and a former investor and Board Director of Nusil LLC a leading silicone manufacturer and supplier to the medical and aerospace industry. Mr. Clark is also on the Foundation Board of Directors for Verdugo Hills Hospital in La Canada California. Mr. Clark has over thirty-five years executive experience including the last twenty as President and Chief Executive of three different specialty chemical manufacturing companies, PRC-desoto International, Burke Industries and has led Royal Adhesives LLC since its acquisition by Royal Holdings Inc. in 2003.

PAUL HODGES
**Chairman, International eChem**
Paul Hodges is a trusted adviser to major chemical companies and the investment community. He has worked in the chemical industry for 30 years. Initially he spent 17 years as a senior executive with one of the world’s leading companies (ICI), both in England and the USA, where he held senior executive positions in petrochemicals and chloralkali, and was Executive Director of a $1 billion ICI business. He founded ieC in 1995, and has strong professional relationships with the leading players, and follows developments on a detailed day-to-day basis. He is the co-author of ‘Boom, Gloom and the New Normal: How the Ageing Western Baby Boomers are Changing Demand Patterns, Again’ (www.new-normal.com), and has been recognized in the Financial Times and elsewhere for his success in correctly forewarning of the global financial crisis. Paul is non-executive Chairman of NiTech Solutions and a Director of Recycling Technologies. Paul serves as a Global Expert with the World Economic Forum and is a Member of the Energy Institute and a Freeman of the City of London. He is a graduate of the University of York, and studied with the IMD business school in Switzerland.

DAN MURAD
**President, The Chemquest Group**
Dan Murad is the CEO and President of The ChemQuest Group, Inc. He joined ChemQuest in 1996 from the Rohm & Haas Company where he was Director, Industrial Coatings, and Director of R&H’s Corporate Marketing Board. His career experiences range from technical positions to Director of Marketing to Executive General Management. Mr. Murad serves on many professional and industry organizations and committees including the NPCA, ASC, FEICA, AFERA and others. He is past Founder and Chairman of the High Barrier Coatings Committee-TAPPI, and Founder and Advisory Board Director of ASC’s “Building the Industry Program,” a coalition of greater than 40 leading companies teamed to grow the industry against mechanical fasteners. His particular strengths lie in enhancing EBITDA through operational efficiencies, strategic disciplines, and value creation on behalf of clients. He holds degrees from Wabash College (B.S. in chemistry) and William & Mary (MBA).

RICHARD SEAR
**Partner & Senior Vice President, Frost & Sullivan**
As Partner & Senior Vice President of Frost & Sullivan Richard Sear oversees the company’s practice focused on mid to long term transformative growth strategies. In his role Richard has worked with some of the world’s leading companies such as GE, Intel, FedEx, McDonalds, Schneider, Cisco, Boeing, Verizon and many more. Richard has also served as Vice President of Corporate & Executive Development for Frost & Sullivan. In this role Richard drove the alignment of strategic initiatives within our client’s workforce. His twenty years at Frost & Sullivan has led him to work in virtually every industry, from Energy, Healthcare, to IT and Chemicals. Prior to this Richard worked for PriceWaterhouse Coopers as a Consultant focusing on the future of wireless technologies. Richard holds a bachelor’s degree from University of Middlesex and Master’s degree from Cambridge University.

ADDITIONAL SPEAKER TBD
ASC invites you and your guests to continue building camaraderie throughout the event...

Below are some team building half and full day activities.

Destination & Conference Services is available to assist with helping us experience Tucson with true southwestern hospitality. For a complete list of tours, restaurants, and transportation information, visit ASC’s website at www.ascouncil.org/event-Executive Leadership Conference.

To schedule activities or if you need additional information, contact Bobby Retz by email at Bobby.Retz@WestinLaPaloma.com or by phone at (520) 577-5872.

LA PALOMA GOLF COURSE

Playing at La Paloma isn’t your typical experience. One of Nicklaus’ earlier designs, our course earned the Signature distinction for his high level of involvement in the development of the course from start to finish. Mini-Verde Bermuda greens, dense fairways, seven sets of tee boxes per hole, and pristine white sand bunkers all contribute to a premium round. And since we’re nestled into the base of the Santa Catalina Mountains, the spectacular panoramic vistas may just make you forget the challenges of the uniquely playable course.

Fees: Golf only..............................$155  Golf with clubs..............................$220

SHOPPING SHUTTLES AND EXCURSIONS

When it comes to shopping Tucson has it all, from the world’s finest western art galleries to exclusive, elegant boutiques hidden from the unpracticed eye, to uniquely southwestern arts and crafts shops.

4-WHEELING JEEP ADVENTURE (high adventure-half day)

Four-wheeling is the perfect way to see the true Sonoran Desert. You’ll be picked up in open-air jeeps. You will be transferred to the base of the Tortolita Mountains. From the desert floor to the majestic mountains, our experienced jeep wranglers are “outdoor” people knowledgeable in the field of native flora and fauna. This rugged 4-wheeling adventure will take you through some of the most beautiful desert regions in all of Arizona.

PIMA AIR & SPACE MUSEUM & TITAN MISSILE SITE

This combination special interest tour is on an aviation lover’s dream. At the Titan Missile Site, you’ll stand on top of the launch pad and observe the Titan II missile. You will descend 35 feet into the underground missile complex and visit the launch control center and experience a simulated launch of the missile. Finally, you will visit level 2 of the missile silo to have another view of the missile in the launch duct. Originally, eighteen missile sites were located in the Tucson area. All Titan missile sites have been or are in the process of being deactivated. The Tucson Titan missile site is the only one of its kind in the world. It was assigned to the 390th Strategic Missile Wing, headquartered at Davis Monthan Air Force Base from 1963 until July 1984. Next, our tour takes you to the Pima Air & Space Museum, home of the largest privately owned collection of historical aircraft in the country. From a mock-up of the X-15 to a full scale model of the Wright Brother’s 1903 Wright Flyer - or you can step right into the restored Douglas DC-6, used by both Presidents Kennedy and Johnson during their terms. Each hanger offers different exhibits from early aviation, through the war years to present day space exploration. 5–6 hour event.

HORSE BACK TRAIL RIDE (high adventure-half day)

You’re in cowboy country - do as the cowboys do! You’ll be transferred to our riding stables to be as assigned a horse based on your riding experience and given some basic riding instructions. Our capable wranglers will lead you along trails pointing out the wildlife and desert flora and fauna. You’ll ride through foothills, across washes, and get a whole new view of the Sonoran desert. So don your jeans and take a fun filled adventure under the blue skies of Arizona. This is a 1½ hour “nose to tail” walking trail ride. Note: There is a 230 pound weight limit for this event. 3.5 hour event. Also available for experience riders.

HIKING TOUR (high adventure-half day)

Hiking tours are designed to bring you an enjoyable, informative, and invigorating wilderness experience. Through movement and breathing, hiking expands our physical, emotional and spiritual selves. Professional hikers, certified in American Red Cross standard first aid and CPR, will lead you on a hiking adventure filled not only with the rich heritage of the Native Americans and Pioneers who called the Sonoran Desert home but with insight into the animals, flora and fauna that dwell in this unique desert region. Whether you prefer a casual nature walk or a great aerobic workout, our guides will create a hiking experience just for you! You’ll be escorted to the trail head where you will be issued a quart of spring water for your hiking adventure. Mountainous trails available upon request. 4 hour event.

MOUNTAIN BIKING (high adventure-half day)

Surrounding Tucson there is an abundance of ideal mountain biking trails where you can enjoy the beauty of the desert and mountain foothills. You’ll get an opportunity to explore the Sonoran Desert’s unexpected hidden treasures in the vast terrain. Our guide will share information about the plants and animals of our unique desert region and the rich heritage of the Native Americans and Pioneers who made the Sonoran Desert their home. Whether you’re taking your first mountain biking adventure or already have experience, our guides will adjust this adventure to fit your abilities. You’ll be escorted to the trail head and be issued helmets, bikes, and day packs for your 2 hour biking adventure. 4 hour event.

Team Building – We need a Minimum of 6 Participants

4-WHEELING DESERT JEEP RALLY (high adventure-half day) (sponsorship available)

Do you want to be involved in a little friendly competition, a great deal of fun, and an opportunity to experience the Sonoran Desert? Our desert jeep rally is the answer. Our wrangler/drivers will pick you up in open-air jeep scramblers. Once aboard you’ll select a team captain, one per jeep. The Captains will then open a packet containing explicit instructions on which direction to go, what to look for and what to record. All team members participate and this rally is not about speed “so pay attention, everything you hear and see is important. Along the way to the trail head, which leads into the desert, each jeep “team” will give directions to their wrangler/driver, answer questions and identify landmarks. Once on the trail you’ll be searching for various desert plants, possibly recording the number of arms on a particular Saguaro, or looking for pieces of Indian Pottery strategically placed for your team. Points are accumulated for following the directions and points are deducted for driving too fast or too slow.

HABITAT FOR HUMANITY (sponsorship available)

Looking for that perfect team building experience, or way to impact the Tucson community? Offer you guests the opportunity to volunteer and sponsor part or all of a day working on a house that will become a home for a low income working family. No need to have previous construction experience. Habitat supervisors assist in correct procedures and safety measures. What sets Tucson’s program apart?

• A first of its kind partnership was undertaken between Habitat and the Pascua Yaqui Tribe of Arizona. Twenty homes over a five-year period are being built.
• Of 1,720 affiliate programs around the world, Tucson was the seventh.
• Under the High School Building Program, Santa Rita High School was the first in the nation to build a Habitat house on their campus and then move it to its permanent site.

THE GREAT RACE (sponsorship available)

Teams will depart the resort’s front drive in a sport utility vehicle armed with a map, cooler, compass and their first directional clue. They will travel through a maze of city streets based on specific clues and end up at a destination. Once at this destination, guests will participate in either a team challenge or be directed to take a team photo. Following the challenge, teams will be given a directional clue to their next destination. In total, teams will make 5-6 stops before ending up at an optional lunch or dinner stop. Teams will also be given an “educate” packet with various questions about their surroundings or questions can be customized based on specific product or services. First, second and third place awards will be given based on total number of points earned on the challenges and education packet. SO...Start your engines, have a great time. Oh and don’t panic we’ve included in your packet an emergency map just in case.
The ASC 2017 Executive Leadership Conference will be held at the beautiful Westin La Paloma Resort & Spa in Tucson, Arizona.

Discover the magical qualities of The Westin La Paloma Resort & Spa. Nestled amidst the foothills of Tucson’s Santa Catalina Mountains and immerses guests in an oasis of endless possibilities for health and wellness, from the luxurious Red Door Salon & Spa to the Jack Nicklaus-designed Signature golf course.

ASC is proud to offer the special group rate of $189 single/deluxe room occupancy.

To reserve your room at this rate, contact the hotel at (888) 627-7201 and mention that you will be attending the ASC Executive Leadership Conference. The group rate is available until September 16. Reserve your room as soon as possible as the group rate will not be available if the ASC room block sells out at any time prior to September 16. Reservation requests received after September 16 will be charged standard rates.