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AUTOMOTIVE ADHESIVES LEADER NIKS JOINS ASC AS CONTENT PROVIDER FOR ADHESIVES.ORG

Niks Joins Braun and Timm as Council Invests in Content Supporting Transportation, Building & Construction and Packaging Markets

Council Adds Technical Writer to Bolster Technically Oriented Content Effort

August 27, 2012, Bethesda, MD – The Adhesive and Sealant Council (ASC) is pleased to announce that Sandra L. Niks has joined the Council as the transportation focused Content Provider for adhesives.org, the leading adhesives and sealants online education portal.

As a Content Provider, Niks will share viewpoints, information and news via tools found on www.adhesives.org. Niks will blog, moderate the adhesives.org “Ask an Expert” discussion forum, post white papers, upload ASC TV videos, and generally provide guidance to industry professionals looking to adhesives.org as a business or educational resource within the transportation sector.

Niks will join Robert (Bob) Braun of BGBraun Building Enclosure Consulting and Jeff Timm of Timm Consulting as ASC’s Content Providers for adhesives.org, supporting the transportation, building & construction and packaging sectors, respectively.

Niks spent the majority of her career at General Motors Corporation where she held various positions, to include managing engineering standards for the Warren, MI company. She recorded information about and published GM’s worldwide engineering standards. Niks also oversaw external engineering standards activities for GM. Prior to her role in engineering
standards, she worked several years at GM Research on adhesive formulation and adhesion theory and evaluated potential adhesive candidates for automotive applications.

An ASTM member since 1986, Niks served as Secretary of the D14 Committee on Adhesives from 1995 to 2000, and then moved on to Chair the committee from 2008-2011. The D14 Committee includes approximately 150 members who are responsible for producing and reviewing more than 130 standards. Niks currently serves as Chair of Subcommittee D14.40 on Adhesives for Plastics and is Vice Chair of D14.60 on Adhesive Material Classification System.

“ASC is pleased to have a respected, recognized adhesives expert such as Sandra join the adhesives.org content team as we drive value through the supply chain with news and information that is focused on our sector,” notes Matthew E. Croson, President of ASC. “With the addition of Sandra, adhesives.org is positioned to provide: provocative viewpoints, prescient news perspectives, and challenges to our industry.”

In addition to investing in Niks, Braun and Timm, ASC has also engaged Emily Flowers as a Technical Writer for adhesives.org. Flowers will track the industry’s news and summarize news items across the supply chain in order to keep industry professionals up to date on the essential pieces of information they need to be aware of to be successful in their jobs. The news items will be shared via the adhesives.org newsroom and RSS feeds, and within both the E-Catalyst Industry Update and Adhesives.org Industry Update e-newsletters.

Flowers holds a BA in English from The College of William and Mary with a minor in Biology. She is now pursuing her master’s degree at the University of Maryland Center for Environmental Science. Flowers’s experience in technical writing, coupled with her science background will enable her to produce fresh, relevant content for adhesives.org on a regular basis.

“Sandra, Bob, Jeff and Emily’s efforts, coupled with new site features such as ASC TV, a streaming twitter feed, RSS feeds, and the well-regarded “Ask the Expert” discussion forum have positioned adhesives.org as a dynamic news and information engagement platform that offers exceptional educational opportunities and the very latest in news and trends,” adds Croson. “The enhanced adhesives.org is a site that is visited regularly by industry professionals to keep up with what matters to them within our space.”

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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.

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