Bringing Adhesive and Sealant Industry LEADERS Together

October 15-17, 2018 | Naples, Florida

**Dress code is business casual throughout the event**
Monday, October 15

Noon to 1:00 p.m.  BOARD OF DIRECTOR LUNCH – Great Egret, Golf (ground) Level
1:00 to 5:00 p.m.  BOARD OF DIRECTOR MEETING – Great Egret, Golf (ground) Level
3:00 to 6:30 p.m.  REGISTRATION – Blue Heron Foyer, Golf (ground) Level
4:00 to 5:00 p.m.  SPOUSE/GUEST MEET AND GREET – Cypress Court, Golf (ground) Level
The networking event is designed for spouse/guest to network and plan out the next two days.
7:00 to 9:30 p.m.  OPENING RECEPTION & DINNER
Tiburon Poolside, Golf (ground) Level
All guests are invited to attend.

Tuesday, October 16

7:30 a.m.  REGISTRATION – Blue Heron Foyer, Golf (ground) Level
7:30 to 8:50 a.m.  NETWORKING BREAKFAST – Great Egret, Golf (ground) Level
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
Blue Heron, Golf (ground) Level
ASC Chair Chuck Williams will welcome attendees, provide an overview of the program and networking events.
9:00 to 10:15 a.m.  HOUSING & ECONOMIC OUTLOOK AFTER TAX REFORM
Stephen Melman, Director, Economic Services, National Association of Home Builders of the U.S
Blue Heron, Golf (ground) Level
The presentation will begin with the 2017 Tax Cuts and Jobs Act and its impact on the housing market. There will be a macroeconomic update, including trade concerns. We will look at housing demand, interest rates and affordability. Supply side factors are constricting development, including the shortage of labor, lots and lending. The increased cost of lumber continues to challenge builders and the delivery of affordable housing. Residential construction forecasts will be presented for the single-family housing market, multifamily market and residential remodeling. In addition, there will be a discussion about a vapor barrier topic based on recent Home Innovation Research Lab data.
10:15 to 10:45 a.m.  BREAK
10:45 a.m. to Noon  FINDING VALUE IN THE WHITE SPACE
Metrick Houser, Director, Raw Materials & Energy, International Paper Company
Blue Heron, Golf (ground) Level
A new way of engaging both customers and suppliers to create solutions, that are mutually beneficial. This new approach International Paper has adopted aims to define value, spawn collaboration through alignment, and bring innovative solutions to our end use customers. Attendees will be challenged to evaluate how well they are aligned with their customer base, and their traditional ways of bringing new products and services to the market.
Noon to 1:30 p.m.  NETWORKING LUNCH – Lemonia, Golf (ground) Level
All attendees, including guests, are invited to this lunch.
1:30 to 2:45 p.m.  YOU SAY MORE THAN YOU THINK: BODY LANGUAGE & STATEMENT ANALYSIS SECRETS FOR ASC LEADERS
Janine Driver, Body Language Expert, JD Consulting
Blue Heron, Golf (ground) Level
What if you could help your employees adhere more strongly to your company? Keep your company sticking together during a merger? Seal the deal over your fiercest competitor? Join New York Times Bestselling Author of “You Say More Than You Think” (Random House) and author of “You Can’t Lie to Me” (HARPER ONE), Janine Driver to learn immediately applicable strategies to help you become a stronger leader in the adhesive and sealant industries and navigate sticky spots with grace. In this engaging keynote, you will learn how to: retain the star employees you already have, provide helpful feedback, and cultivate budding talent through the cooperation paradigm and other techniques; learn ways to judge new hires through a body language lens; intervene before an internal conflict bursts into a full-blown workplace incident by opening the lines of communication with baselining, observation, and powerful questions; improve negotiations through rapport building, word choice, and nonverbal adjustments and observations; and boost your executive presence so that others are glued to you, in a good way.
2:45 to 3:00 p.m. **DAY ONE WRAP-UP**

*Bill Allmond, President, Adhesive and Sealant Council*

**Blue Heron, Golf (ground) Level**

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”**

Visit the hotel concierge for a detailed list of available tours.

5:30 to 8:00 p.m. **RECEPTION & DINNER – Putting Greens, Bella Vista Lounge Lobby Exit**

8:00 to 10:00 p.m. **AFTER DINNER NETWORKING LOUNGE**

*Putting Greens, Bella Vista Lounge Lobby Exit*

End the night by joining Grace Matthews for a night cap and a cigar before heading up to bed for the night.

---

**Wednesday, October 17**

7:00 to 7:30 a.m. **NETWORKING BREAKFAST – Great Egret, Golf (ground) Level**

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

7:30 to 8:30 a.m. **TRUST: THE ESSENTIAL FACTOR FOR DEVELOPING AND SUSTAINING HIGH PERFORMING TALENT**

*Ellen Burts-Cooper, Senior Managing Partner, Improve Consulting and Training Group & Faculty, Case Western University*

**Blue Heron, Golf (ground) Level**

Organizations today must understand and build trust as a strategy to develop productive, cohesive and resilient talent in organizations. Having an in-depth understanding of the various elements of trust will lead to individuals and teams sharing ideas more openly, collaborating more effectively and having greater motivation to advance the mission and vision of the organization. As a result of this session, participants will: Learn 5 key elements of effective trust; Discover behaviors that either enhance or erode trust; and understand how to communicate in a way that builds trust.

8:30 to 9:45 a.m. **HIGH PERFORMANCE TEAMS & OPPORTUNITIES & CHALLENGES WITH POST MERGER INTEGRATION (PMI)**

*Jim Owens, President & CEO, H.B. Fuller*

**Blue Heron, Golf (ground) Level**

This session will focus on how H.B. Fuller handles PMI and how it uses its high performing teams to collaborate and deliver value to its shareholders and drive success through long term growth. Attendees will learn the key attributes of high performing teams and the culture needed for driving International business success. Examples of how H.B. Fuller integrates its acquisitions and team vs individual accountability will be addressed in this session.

9:45 to 10:00 a.m. **NETWORKING BREAK**

10:00 to 11:00 a.m. **WINNING TOMORROW: HOW ASC CAN LEVERAGE THE FUTURE WE ALREADY KNOW**

*Matt Thornhill, Managing Partner, Institute for Tomorrow*

**Blue Heron, Golf (ground) Level**

The workplace and the marketplace are undergoing tremendous change. Finding, hiring, and retaining workers of all ages is getting increasingly difficult. Expectations about work culture and work/life balance have shifted. The transportation, construction, and packaging sectors face untold changes in a future shaped by driverless vehicles, 3-D printing, and Amazon. How should leaders sort through and prioritize these changes so they ensure success tomorrow. That’s why we’ve invited Matt Thornhill of the Institute of Tomorrow to share insights on the key trends impacting our industry and what leaders today need to do.

11:45 a.m. to 4:30 p.m. **Golf Club of the Everglades**

- **AFTERNOON ON YOUR OWN**
  - Golf Club of the Everglades – meet in hotel lobby at 11:15 a.m. for an 11:25 a.m. departure.
  - **Airboat Tour** – meet in hotel lobby at 11:45 a.m. for an 11:55 a.m. departure.

5:30-9:00 p.m. **CHAIRMAN’S RECEPTION & DINNER**

*Naples Princess - offsite*

All attendees should meet in the hotel lobby at 5:45 p.m. for a 5:50 p.m. departure to the Naples Princess. Thank you to our EXCLUSIVE SPONSORS:

- ChemQuest
- Ingevity
- Emerald Kalama Chemical
ELLEN BURTS-COOPER  
**Senior Managing Partner, Improve Consulting and Training Group & Faculty, Case Western University**

Dr. Ellen Burts-Cooper is the senior managing partner of Improve Consulting and Training Group, a firm that provides personal and professional development training, coaching and consultation. Improve has been featured in Time Magazine, Black Voices, Smart Business Magazine and Bloomberg BusinessWeek. Dr. Burts-Cooper is on faculty at Case Western Reserve University in the Weatherhead Executive Education Program and The Institute for Management Studies (IMS). She is the author of the books “aMAZeing Organizational Teams: Navigating 7 Critical Attributes for Cohesion, Productivity and Resilience” and “Canine Instinct: A Guide to Survival and Advancement in Corporate America.” She earned a BS in chemistry from Stillman College in Tuscaloosa, AL, her PhD in organic/polymer chemistry from Virginia Tech in Blacksburg, VA, her MBA from the University of Minnesota, Carlson School of Business and her Lean Six Sigma Master Black Belt certification from 3M Company.

JANINE DRIVER  
**Body Language Expert, JD Consulting**

Janine Driver is the CEO of the Body Language Institute, the NY Times Best-Selling author of YOU SAY MORE THAN YOU THINK and top business-seller YOU CAN’T Lie To ME, an international trainer, an award-winning keynote speaker, and a retired ATF Investigator. Janine spent over 16 years as a federal law enforcement officer within the Department of Justice and now shares her cunning people-reading skills with thousands who work in the field of executive leadership, law enforcement, finance, law, human resources and sales, as well as the ATF, FBI, CIA, and DIA. Janine attained rank #1 in the “Innovation” category in the World’s Top 30 Body Language Professionals for 2017. In 2015, Janine was named one of the top twenty educational trendsetters in the meetings industry by Meetings Today Magazine. Janine is a popular media guest on NBC’s TODAY Show, Harry Connick Jr’s show called HARRY, Steve Harvey Show, CNN Morning Show, and more. She has been quoted in publications, such as the New York Times, the Washington Post, Cosmopolitan and Psychology Today.

METRICK HOUSER  
**Director, Raw Materials & Energy, International Paper Company**

Metrick Houser graduated from Auburn University with a degree in Chemical Engineering in 1993. He began his career as a process engineer with Union Camp who merged with International Paper in 1999. In 2001, he attained an MBA from Auburn University. Since joining International Paper, Metrick roles included Manufacturing Manager, Plant General Manager, and Complex General Manager. He moved to Memphis in 2014 to take the position of Manager of Supply Chain for the North American Container Business. Currently, he is Director, Energy and Raw Materials. In this role, he is responsible for procuring $1.5 B in commodity chemicals and energy for the North American facilities. He also has strategic responsibility for EMEA, Brazil and India. Metrick has been active in many service areas through membership in Alpha Phi Alpha Fraternity Incorporated for the past 29 years, currently serving as the District of Tennessee Executive Director. He has also served on the Board of Directors for both Rutherford County Chamber of Commerce and the Boys and Girls Club of Rutherford County. He currently serves on the Board of Visitors for the Honors College of Middle Tennessee State University as Chair Elect. He also serves on the Auburn University Chemical Engineering Council. He is a graduate of the 2016 Executive Class of Leadership Memphis.

STEPHEN MELMAN  
**Director, Economic Services, National Association of Home Builders of the U.S.**

Stephen Melman is the Director of Economic Services at the National Association of Home Builders (NAHB). Mr. Melman is a spokesman for NAHB’s forecast of new housing trends and the analysis of the home building industry. He has published numerous research articles on topics including industry structure, publicly traded builders and international housing issues. Before his current position, Mr. Melman was responsible for NAHB’s multifamily and federal housing program initiatives. Prior to NAHB, Mr. Melman was an Appeals Officer for the US Civil Service Commission in Washington, DC. He is a former president of Sinai House, a nonprofit that provides transitional housing for homeless families in Washington, DC. Mr. Melman earned a J.D. from St. Louis University School of Law, a Masters in City and Regional Planning from Rutgers University, and a B.A. in Economics from Washington University in St. Louis.
JIM OWENS  
President & CEO, H.B. Fuller Company
Jim Owens is President and CEO of H.B. Fuller Company, where he is leading the company’s transformation and profitable growth in its targeted markets. Prior to joining H.B. Fuller in 2008, Owens spent 22 years with National Adhesives, a division of ICI (Imperial Chemical Industries Limited), in a variety of management positions. Jim holds a B.S. degree in Chemical Engineering from the University of Delaware and an M.S. in Business Administration from The Wharton School at the University of Pennsylvania. He is a current member of the ASC and formerly served as Board Chair (2008-2010) and Treasurer (2006-08). Owens currently serves on the board of Donaldson Company, Inc.

MATT THORNHILL  
Managing Partner, Institute for Tomorrow
Matt Thornhill is founder and managing partner of the research-based think tank, the Institute for Tomorrow, based in Richmond, Virginia. Matt is a futurist whose insights are rooted in understanding how generational dynamics are impacting trends in the marketplace and in work cultures today and tomorrow. Matt doesn’t predict the future but equips organizations and leaders on how to win tomorrow. Matt has spoken about generations and the future at over 300 conferences and company events in the United States, Canada, Spain, Brazil, Australia, and even Panama. He has delivered insights to Walmart, Google, P&G, General Mills, Hershey Foods, and even the rocket scientists at NASA. He has been the keynote speaker at national events for the National Governors Association, National League of Cities, the Social Security Administration, and various transportation, builder, and packaging organizations. Matt’s opinions and insights are sought by media around the world. He has appeared on NBC, CBS, CNBC, and in articles in BusinessWeek, TIME, The Washington Post, The New York Times and countless others. He is also the co-author of the acclaimed business book, Boomer Consumer.