Fellow Industry Peers: I invite you to join me and our industry’s leaders in Naples, Florida October 15-17 for this year’s annual ASC Executive Leadership Conference at the Ritz Carlton Naples Golf Resort.

This event is arguably one of ASC’s most valued among our membership’s leaders. Ninety-six percent of attendees last year said they plan to attend this year, nearly all of whom said both the quality of networking and educational programming met or exceeded their expectations.

Our theme is “Focus on the Future,” and among our top speakers this year are Jim Owens, President of H.B. Fuller, who will talk about high performance teams and opportunities and challenges of post-merger integration; Janine Driver, a body language expert who has appeared on many shows such as NBC’s TODAY Show and on CNN; and Stephen Melman, an economist with the National Association of Home Builders who will provide an overview on the housing market and economic outlook following the Trump tax cuts. Matt Thornhill with The Institute for Tomorrow will address how leaders can find alignment with differences in work culture and generational changes to ensure success for tomorrow.

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 for attendees and spouses.

Whether you are currently an executive in your company or are an “emerging leader,” you will not want to miss ASC’s annual Executive Leadership Conference. Join us this October and invest in your and your business’s future.

I look forward to seeing you in Naples!

Sincerely,

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

Eastman Chemical Company offers a broad range of raw materials for use in adhesives and sealants, as well as lamination, roofing, cable filling and wax blend applications. Eastman manufactures and markets Eastotac hydrocarbon resins, Regalite hydrogenated resins, Piccotac aliphatic resins, Picco aromatic resins, Taconyl oil resin dispersions, Foral and Staybelite fully and partially hydrogenated rosins and resin esters, Permalyn tall oil resins, Eastoflex amorphous polyolefins, Epolene low molecular weight polyethylene, plasticizers and solvents. Eastman also manufactures Endex, Kristalex and Piccolastic pure monomer resins for use in adhesives. They recently introduced a unique line of AQ water dispersible polyesters for a variety of hot melt and water based applications. Web: www.eastman.com

Emerald specializes in resins, plasticizers and additives to stand up to your toughest formulation challenges—bringing flexibility, durability and performance to a growing range of applications, including water-based, structural, and silicon-terminated adhesives, plus sealants, coatings and certain food contact applications. K-FLEX® dibenzoate plasticizers improve peel, tack, viscosity, Tg suppression and water resistance. Specialty materials from CVC Thermoset Specialties—RLP tougheners, multifunctional epoxies and modifiers, catalysts and accelerators—enhance toughness, strength, chemical resistance, cure speed and low-temperature mechanical performance.

Kraton Polymers, the world’s leading manufacturer and supplier of syracten 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. Visit web at www.kraton.com.

Ingevity provides specialty chemicals and high-performance carbon materials and technologies that purify, protect and enhance the world around us. A leading global supplier of bio-based tackifying resins for adhesives, Ingevity offers a broad portfolio of innovative products used in rigid packaging, hygiene, tapes, labels and construction applications. Through a team of talented and experienced people, Ingevity provides a reliable supply to adhesives markets worldwide. Headquartered in North Charleston, S.C., Ingevity operates from 25 locations around the world and employs approximately 1,600 people. For more information visit www.ingevity.com.

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 its 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.

For 20 years, Grace Matthews has provided strategic and tactical M&A transaction advice spanning the entire chemical value chain, including formulated adhesives and sealants, converted tapes and labels, raw materials and distribution. From aerospace adhesives to products for construction, durable assembly, packaging and many other markets, we have the expertise to quickly understand your business and help formulate a thoughtful transaction strategy. We have developed strong, senior-level relationships within the industry on a global basis, and can help you navigate key issues that can arise in a transaction process. Whether buying or selling, our clients are well-served by our expertise in current industry trends, including up-to-date valuation and financing environments, emerging technologies, globalization, and the often changing regulatory environment.
**Monday, October 15**

3:00 to 4:00 p.m.  **SPOUSE/GUEST MEET AND GREET**  
The networking event is designed for spouse/guest to network and plan out the next two and half days.

7:00 p.m.  **OPENING RECEPTION & DINNER**  
All guests are invited to attend.

**Tuesday, October 16**

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.  **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.  **HOUSING & ECONOMIC OUTLOOK AFTER TAX REFORM**  
*Stephen Melman, Director, Economic Services, National Association of Home Builders of the U.S.*  
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 constraining 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  **TOPIC AND SPEAKER TBD**

Noon to 1:30 p.m.  **NETWORKING LUNCH**  
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*  
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, The 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 8:00 p.m.       RECEPTION & DINNER
                        All attendees, including guests, are invited.
8:00 to 10:00 p.m.      AFTER DINNER NETWORKING LOUNGE

Wednesday, October 17

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.       TOPIC AND SPEAKER TDB
9:30 to 10:45 a.m.      HIGH PERFORMANCE TEAMS & OPPORTUNITIES & CHALLENGES WITH POST MERGER INTEGRATION (PMI)
                        Jim Owens, President, H.B. Fuller
                        This session will focus on how HB 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 preforming teams and the culture needed for driving International business success. Examples of how HB Fuller integrates its acquisitions and team vs individual accountability will be a addressed in this session.
10:45 to 11:00 a.m.     NETWORKING BREAK
11:00 a.m. to Noon      WINNING TOMORROW: HOW ASC CAN LEVERAGE THE FUTURE WE ALREADY KNOW
                        Matt Thornhill, Managing Partner, Institute for Tomorrow
                        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.
Noon to 4:30 p.m.       AFTERNOON ON YOUR OWN
                        Golf Event – Ritz Carlton Golf Course
                        Find yourself at one with nature and a part of the world’s ultimate golf experience at Tiburón Golf Club.
                        South Everglades Airboat Eco-Tour
                        Experience the mystique of The Florida Everglades on an airboat and visit the Animal Sanctuary.
5:30 to 9:00 p.m.       CHAIRMAN’S RECEPTION & DINNER
                        Join us as we set sail onboard the Naples Princess to network and enjoy the sunset.
                        All attendees, including guests, are invited.
                        Thank you to our EXCLUSIVE SPONSORS:
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 enforce-ment, finance, law, human resources and sales; as well as the ATF, FBI, CIA, and DIA. Janine attained rank #1 in the “Inspiration” 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.

JIM OWENS  
President, H.B. Fuller

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.

STEPHEN MELMAN  
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.
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.

ADDITIONAL SPEAKERS TBD

SPONSORSHIPS AVAILABLE

Contact Malinda Armstrong at (301) 986-9700 x106 or email malinda.armstrong@ascouncil.org
ASC invites you and your guests to continue building camaraderie throughout the event...

Below are some team building half and full day activities.

Ritz Carlton Destination Services has mastered the art of creating unique experiences for both you and your guest(s). For a complete list of tours, restaurants, and transportation information, visit ASC’s website at www.ascouncil.org/event-Executive Leadership Conference.

GROUP LEISURE ACTIVITIES

RITZ CARLTON GOLF COURSE

From your first drive to your last putt, you will find yourself at one with nature and a part of the world’s ultimate golf experience at Tiburón Golf Club. Certified as an Audubon Cooperative Sanctuary by Audubon International, Tiburón is comprised of two 18-hole championship courses, designed by golf legend Greg Norman. Reflecting Norman’s appreciation for pristine natural settings and his passion for great golf, the picturesque courses features stacked sod wall bunkers, coquina shell waste bunkers and no conventional rough. Home to two of golf’s most exciting events, The LPGA’s CME Group Tour Championship and the PGA Tour’s QBE Shootout, you will enjoy the challenge of replicating golf shots executed by the world’s leading professionals.

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

SOUTH EVERGLADES AIRBOAT ECO-TOUR

Through this Eco-Tour attendees will experience the mystique of one of the most beautiful, diverse areas in the world: The Florida Everglades. Adventure begins as you arrive for an exhilarating ride through the backwaters of the Gulf of Mexico on an authentic airboat. Your trained tour guide will provide full narration of the Everglades, including facts on the distinct ecosystems and its precious wildlife. Also included is Animal Sanctuary where we can observe Florida Panthers, Tigers, otters and much more!

Cost:  $65 per person (30 maximum)
SPOUSE/GUEST LEISURE ACTIVITIES

SIGHTSEEING TROLLEY TOUR OF NAPLES

See the best of Naples on board a vintage Trolley and enjoy the fully-narrated tour at your own pace. This tour will take you through the heart of Naples, past beautiful beaches and historical landmarks. Your guide will combine humorous stories and historical information into a fun-filled day tour!

Cost: $65 per person

FIFTH & THIRD STREET SHOPPING

Third Street South and the avenues that cross are home to historical landmarks, sophisticated boutiques, neighborhood shops and colorful buildings of downtown Naples. Visit the many fine shops, traditional and contemporary art galleries, sidewalk cafes, European and American antique stores, jewelers and gift shops along the landscaped streets that promenade in this historic setting near the beach.

Cost: $150 per person with 8 guest minimum

OPTIONAL ACTIVITIES:

Optional tours are available. The Ritz-Carlton Golf Resort concierge is available to assist and can be reached at (239) 254-1721. You can also review and schedule popular tours by visiting the ASC website at www.ascouncil.org/ExecutiveLeadership and click on the popular tours link.
The ASC 2018 Executive Leadership Conference will take place at The Ritz-Carlton, Golf Resort in Naples, Florida.

ASC is proud to offer the special group rate of $219 resort view, gold view or executive suites.

To reserve your room at this rate, contact the hotel at (877) 557-3092 and mention that you will be attending the ASC Executive Leadership Conference. The group rate is available until September 12, 2018. 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 12, 2018. Reservation requests received after September 12, 2018 will be charged standard rates.

IMPORTANT: ASC works directly with the Ritz-Carlton and does not work with third parties working on behalf of the Ritz and/or the Council. Be sure you contact the Ritz-Carlton directly to make your hotel reservations.
Please complete this registration form and fax it to (301) 986-9795 or e-mail it to Malinda.Armstrong@ascouncil.org. You may also register online at www.ascouncil.org.

Mr. Ms. Mrs. Dr. _____________________________________________________________________________
Nickname for Badge: ___________________________________________________________________________
Title: _______________________________________ Company: __________________________________________
Address: _______________________________________________________________________________________
City/State or Province/Postal Code: ___________________________________________ Country: _________________
Phone: __________________________________________ Fax: __________________________________________
E-mail: ________________________________________________________________________________________
Spouse/Guest Name: _____________________________________________________________________________
Spouse/Guest Nickname for Badge: __________________________________________________________________
Child/Children Name(s) (1) ___________________________________ (2) _________________________________

REGISTRATION FEES FOR CONFERENCE
ASC Member $1,125   |   Nonmember $1,450   |   Spouse/Guest $250  |   Child (ages 18 & under) $250

MEAL EVENTS:
Cost is included in registration fee. Please check the events you are planning to attend below.

MONDAY, OCTOBER 15
Opening Reception & Dinner

TUESDAY, OCTOBER 16
Networking Breakfast
Networking Lunch
Reception & Dinner

WEDNESDAY, OCTOBER 17
Networking Breakfast
Chairman’s Reception & Dinner

REGISTRATION FOR GOLF AND ECO-TOUR
WEDNESDAY, OCTOBER 17 • RITZ CARLTON NAPLES GOLF RESORT
$155 per person – includes green fee and cart • $220 per person – includes green fee, cart and golf clubs

Name(s) #1: _________________________________________________________________________________
#2: _________________________________________________________________________________
Deadline to register for golf is Friday, October 5, 2018. For detailed information on golf and activities, visit ASC’s website at www.ascouncil.org.

SOUTH EVERGLADES AIRBOAT ECO-TOUR • $65 per person (maximum is 30 so don’t delay)

Name(s) #1: _________________________________________________________________________________
#2: _________________________________________________________________________________

PAYMENT INFORMATION:
All payments must be made in U.S. dollars drawn on a U.S. bank. Payment must be received by SEPTEMBER 24, 2018.

Enclosed is payment for $ _____________________________ by check
Charge $ _____________________________ to VISA MasterCard AMEX
Acct. No.: _________________________________________________________________________________
Three or four digit code on credit card: __________________________________________________________________ Exp. Date: _________________
Cardholder’s Name: __________________________________________________________________________
Signature: _________________________________________________________________________________

Conference Cancellation Policy: A 40% processing fee will be assessed on all conference cancellations received after SEPTEMBER 24, 2018. NO REFUNDS AFTER SEPT 24, 2018.

CODE: LC18-Brochure
Here’s your exclusive invitation to join fellow executives for a two-day leadership event!

October 15-17, 2018  Naples, Florida

Register at www.ascouncil.org under the events tab.