

***Presents***

**COATINGS 102 – Advanced Coatings Tracts**

*A deep-dive into specific paint & coatings topics.*

***To be held in conjunction the SSCT 2026 Annual Technical Conference being held at the Renaissance Asheville Downtown, Asheville, NC - June 7-10!***

***Earn continuing credits with each tract.***

***Monday, June 8, 2026 – Rheology Sam Morell***

**Course Description** - This course on rheology reviews the basic principles of rheology including its definition and its influences - chemical structure, morphology, and environmental conditions. The impact by various deformation forces including compression, tension, torque, and, particularly, shear will be reviewed to demonstrate the resulting flow profiles of viscosity as a function of shear and time. The chemistry and ancestry of current rheological agents will help clarify the appropriate selection of products for various formulation types including waterborne, solventborne, aliphatic, aromatic, and polar systems. While targeted to formulating chemists, this course is also well suited for marketing, sales, production, and customer service personnel. Managers and supervisors would also benefit by having a better understanding, and appreciation, of the important role rheology plays on production, storage, transport, and application of quality paints and coatings.

**BIO** - Sam Morell is a Chemical Engineering graduate of New York University. With over 50 years in the Chemicals industry, his experience includes both technical and marketing positions at Rohm and Haas, BASF, and Air Products and Chemicals. Mr. Morell has authored numerous technical articles on additives, pigments, and resins in various publications. He has been invited by various domestic and international industry symposiums, as well as Fortune 500 companies, to present both technical papers and educational courses.

***Tuesday – June 9, 2026 - Overview of Additive Technologies that are available to help Formulators achieve Specific Goals Ronald Brashear, BYK’s End Use Manager for Marine and Protective Coatings***

**Course Description** - Coatings formulas continue to change and adapt to the performance, regulatory, and social requirements that are placed on them. Not only must these coatings meet strict performance requirements, be more environmentally friendly, but they must also navigate changes in binder technologies. During this short course we will cover additive impact on pigment wetting and dispersing, substrate wetting, surface properties, and defoaming.

**BIO** - Ronald is an alumnus from the University of Louisville, a published author of numerous papers relating to coatings additive performance and has been a speaker at various technical symposiums. He has worked in the coatings industry for more than 30 years in a variety of capacities ranging from Research and Development, Technical Service, Technical Sales, and Sales & Marketing Support. He is currently supporting the North American heavy duty, marine, and protective coatings markets and is also acting as the Applied Technology Specialist for Wetting and Dispersing.

***Coatings 102 is included in your conference registration; please go to [www.ssct.org](http://www.ssct.org) to register. Be sure to add Coatings 102 topics to your registration. If you have any questions, please email [ssctorg@gmail.com](mailto:ssctorg@gmail.com) Thank you for your interest and support of the SSCT!***