

## **Associated Materials Named 2024 ATD Champion of Learning**

**Cuyahoga Falls, Ohio – April 17, 2025** – Associated Materials has been named a 2024 Champion of Learning by the Association for Talent Development (ATD), recognizing the company’s efforts to promote a culture of learning and growth during its inaugural Employee Learning Week.

ATD’s Employee Learning Week is a global initiative held the first week of December each year that encourages organizations to demonstrate their commitment to talent development. Associated Materials stood out for its commitment to growing a culture of continuous learning and the successful rollout of several impactful initiatives during the week.

“We’re honored to be recognized as an ATD Champion of Learning—it reflects the work our team is doing to build a culture of growth at Associated Materials,” said Mary Tettenhorst, VP, Organization and Talent Development. “What started during Employee Learning Week has grown into an ongoing commitment to provide accessible, meaningful development opportunities that support our people and our business.”

During Employee Learning Week, Associated Materials introduced several initiatives that engaged employees at all levels of the organization, including:

- Launched its new learning management system, powered by Cornerstone, which provides employees with easy access to professional development resources.
- Organized an LMS scavenger hunt to encourage exploration of the platform’s features in a fun, interactive way.
- Hosted live webinars on core business and leadership topics.
- Published a manager toolkit with curated resources to help leaders support learning through on-demand content, peer discussions, and team-focused development sessions.
- Created learning-focused bulletin boards and flyers to spark conversations around personal growth and development.

Employees across departments embraced the opportunity to learn and collaborate in new ways. “It was a great opportunity to use newer technologies and learn more about our specific industry,” said Bryan Urrutia, Territory Sales Manager, Alside. “I also love the fact that it’s engaging our team more—with scavenger hunts and some fun mixed in, it really brought learning to life.”



Building on the momentum of Employee Learning Week, Associated Materials continues to expand its talent development strategy. A key part of this ongoing effort is the rollout of the Associated Materials Competency Model—a framework designed to help employees grow the skills that drive individual, team, and organizational success.

As Associated Materials continues to prioritize learning and development, leadership remains confident in the long-term impact of these efforts. “This recognition reinforces our belief that when we invest in learning, we invest in our future,” Tettenhorst said.

For more information, contact us by visiting our website at [associatedmaterials.com/contact](https://associatedmaterials.com/contact).