

# Corporate Vision, Empire's Future ~John Freismuth



John leads a tour at the Vendor Fair explaining the benefits of the Kammann Eco-Press and cellular manufacturing.

# NSM 2012 **Special Edition**

CORPORATE VISION John Freismuth

**KEYNOTE SPEAKER** Dan Black

ECO-PRESS/CELLULAR MFG.

AUTOMATED PRINT SOLUTIONS

EMPIRE & YouTube Perils of Paper People

**RECOGNITION OF EXCELLENCE** Words of Praise Established & New Reps

> NSM VENDOR FAIR Flexcon **Building Bridges**

VENDOR VIEWPOINT Sun Chemical

CUSTOMER COMMENTS Mandy Nogle, GL/CMN Hospitals Wade Snuggerud, Badger Corrugating

> PLATINUM, GOLD & SILVER SPONSORS



Our number one goal of the National Sales Meeting, was to help our reps understand the culture change at Empire. We are looking at how we run our company, as seen through the eyes of our customers.

The first thing we needed to address is who is our customer and what do they need? The answer was simple. Our reps are the customer, and you



John Freismuth opens NSM 2012 w/ Empire's corporate vision.

quote turn around.

Since the last sales meeting we notebook, or smart phone. have been working on a web based

have been telling us you need faster quantities on an existing part, within minutes from their computer,

The second thing we are addressing parts catalog for all existing parts, is the cost to manufacture a product. with up to date pricing, called In this industry companies struggle Automated Print Solutions (APS). The with the increased cost of materials. customer, rep, and account managers Raw material prices are changing can access a price quote, for multiple monthly. In order to help maintain costs, Empire will hold prices for a year on repeat orders up to a 10% material increase. We will look at adjusting the price in January of each vear.

> Finally we have been focusing on how we produce our product. Empire has converted the majority of its manufacturing process to cellular. Cellular manufacturing allows us to produce a part from start to finish without delays in the process. We can produce a part more efficiently, quicker and with better quality.

> At Empire our future can be found in the voices of our customers. Our success depends on how well we listen.



#### Over 50 particpants attended NSM 2012 at Stoney Creek Inn

# **National Sales Meeting 2012**

# NSM 2012: Empire Goes Above and Beyond

For the 2012 National Sales Meeting, the Marketing Team went "above and beyond" what was expected. Two years ago, we held our first National Sales Meeting not knowing what we were getting into or what to expect. This year we took advice off of the survey's our Reps filled out and changed our approach to make this event memorable.

Doug Billings was raving that our NSM could be dubbed, "Mini SGIA." I have to admit that with such high expectations, I was a little nervous about the turnout and how our reps and vendors would respond. I was pleasantly surprised and excited with the quality of work and dedication the marketing team took to make sure this event was a success. After listening to many comments and reading the surveys from our vendors, sales reps and our employees, it gave me validation that the NSM 2012 was a success.

This year we had our training day at Stoney Creek Inn. We focused on our new capabilities: Eco-Press (Kammann) and Automated Print Solutions and how these items bring value to our customers.

Our main event was made possible by inviting vendors to sponsor our NSM. Because of our vendors, we had the opportunity to invite Dan Black as our keynote speaker.

Dan guides organizations, companies, managers and associates on how to maximize performance, increase profitability, build customer loyalty and effectively lead their human resources to full potential. He had a 90 minute presentation, called "Light Your Own Path" where he offered valuable skills and methods that gave attendees a fresh look at the current environment to help

them adjust their approach to match the mind sets of today's business partners. Along with the keynote speech, he also held a 60

minute break out session called "Communication Chameleon" which highlighted four different personalities and how to adjust your sales approach for these different personality types.

Thursday was capped off by John Freismuth's Backyard BBQ, where our In house sales, account managers, sales reps, vendors and Dan Black had a chance to communicate with one another in a laid back environment.

Friday was designated to the Vendor Fair, where we had 31 vendors who paid to participate in the event. Empire employees, Reps and customer's had the

#### ~Jennifer Schloesser

opportunity to see what each supplier had to offer and allowed them a one-onone approach to selling their product. Overall, everyone had positives things to say about the vendor fair and many of our employees were impressed with the turnout.



Keynote speaker, Dan Black invigorates and innovates the sales process

So the questions remains, how do we top this year's event? With your recent survey input. I have no doubt in 2014 we will have another successful NSM that will surpass NSM 2012. I would like to Thank our Vendors, Dan Black, Sales Representatives, Customers and Account Managers for taking the time to participate. Last but not least, I would like to the Thank the Marketing Team.

# Communication Chameleon – A Little More Black Magic



Chris from Depco, learns how to identify communication styles through a simple handshake.

Dan Black from WeSkill was the Kevnote speaker at Empire's National Sales Meeting. I had the pleasure of attending all of Dan's sessions. Dan spoke of how to approach, communicate, and handle objections from potential customers. I found this to be useful in dealing with potential and current customers. He went over the advantages experience, like having great of knowledge of our industry. Dan also pointed out that sometimes experience can be a disadvantage, such as, not being open-minded about new opportunities or change.

Dan went over how to read a person, and

ultimately how to effectively communicate with different personalities. He taught me how to pick up on small things that give an insight about how a person thinks, such as, how they shake hands, use of eye contact, and what words they use. We have to customize the way we approach each individual, so that we can effectively communicate the message we are trying to convey.

~Chad Ellickson

After attending Dan's sessions I feel that I have a better understanding of how to communicate with different types of people. I also feel motivated to use the skills I learned in my career and my personal life.

## From the Heart...

Dan Black, National Speaker: Leadership, Sales & Learning Consultant

" Rather than a puff piece I thought I would just speak from the heart."



I really can't say enough about how much I was captivated by the leadership, innovation and people at Empire Printing. As a speaker and consultant, I get to see the inner workings of 100's of companies large and small. There are a number of companies that impress me but very few that are as remarkable as the group at Empire for these simple reasons.

The first is innovation. Empire is not satisfied with business as usual like so many others in industry. They KNOW there is a better way and if they can't find it, they create it. Why? That brings me to my second reason, Empire is customer focused. They understand that in challenging times every penny and minute is valuable so their innovations keep costs down and minimize the time it takes for a customer to do business with them. Finally, and most importantly, they understand the value of their people. The leadership of the organizations is acutely aware of the challenges their people face from the production floor to the sales office and are leading development to help them succeed.

There is a sense of teamwork, purpose and, well, family that is unique to this group. Once you've been there, you can feel it. It's easy to see why so many companies trust their business to Empire and why it has experienced such incredible growth. I can say without question, that if I need to make

a connection in the print industry, I will entrust my friends and colleagues to the capable hands of Empire Printing.

waste. and print!

Policv pledge new

of lean manufacturing is to eliminate

problems with traditional batch processing

Producing goods in large batches

#### Eco-Press/Cellular Manufacturing ~Amy Bettis

Our president, John Freismuth was waste, build in quality, and promote pushing all the hot topics at his session continuous improvement. John's hands-on during NSM 2012, technology, efficiency, demo graphically illustrated the inherent sustainability, quality, profitability...

John elaborated on how Empire is as compared to cellular manufacturing. at the leading edge for LED technology in the screen printing process. Our builds delays into the process. No items

Kammann Roll-to-Roll Eco-Press is the first in the U.S. This one of a kind press maintains exacting registration with minimal material has zero emissions, and does not require any outside venting, just power up

This new technology falls right in line with Empire's Sustainability and Green Certification. We to look for opportunities and innovations that will help enhance

beyond regulatory compliance. We will incorporate activities and procedures that will reduce our environmental impact and wait between processes. and improve the health and wellness of our employees.

Combine these efforts with our new Eco-Press and several other recent equipment upgrades and purchases Empire has great production quality at its fingertips. However, we can't improve with equipment alone. How do we give the best product at an affordable cost? The answer is cellular manufacturing.

John has some fun with Jim from CJ Sales with an interactive demo for Lean & Cellular Mfg.

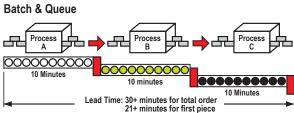
and improve our sustainability program can move on to the next process until all the items in the lot have been processed. The larger the lot, the longer the items sit

One piece flow; make what the customer needs, when they need it using minimal resources of manpower, material, and machinery. The right process will yield the right results. This is the essence of Cellular Manufacturing.

Empire has made great strides in production, with efficiency gains of 50% or more. Our employees are energized by the results. Empire is excited to continue John took a hands on approach to our journey and impact the culture of our demonstrating this concept. The basis company through cellular manufacturing.

**One Piece Flov** 

## Batch Production vs. One Piece Flow



• Longer lead times between order and delivery.

• Larger material inventory must be kept on hand to anticipate customer needs. • Resources required to store and transport products

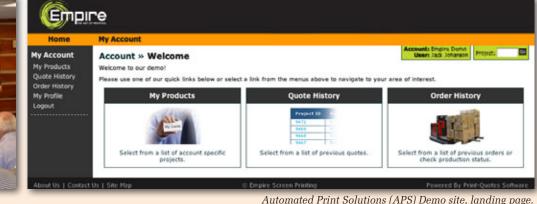
• Increased risk for damage, deterioration, and obsolescence between processes. • Delayed detection of quality issues can create a significant loss of material, time and resources when parts need to be reworked.

Lead time: 12 minutes for total order

- Lead times dramatically reduced, hours vs. days and days vs. weeks.
- Minimal resources and inventory consumed, when using a Pull System of inventory signals and supply management.
- Quality is built into every step.
- Issues can be detected and solved immediately during production, reducing waste and downtime.

# dNUfdctUr **Continuous Improvement**





Doug Billings explains the finer points of APS

# **APS-Automated Print Solutions**

During the National Sales meeting from a laptop or a smart phone. Empire unveiled a new ordering system, Automated Print Solutions Automated Print Solutions? (APS). Once the demo and training • Increased sales and improved period are complete, APS should be fully implemented by the beginning of • Instant 24/7 quotes on repeat parts 2013.

APS is a browser based print management information and communications system that will dramatically change the way we manage your printing. APS will allow print buyers the ability to obtain prices, place orders, view files 24 hours a day

~Doug Billings

- What are some of the benefits of
- customer service
- helps attract new customers
- Quick response to RFQ's equals more jobs awarded
- Accurate and consistent automated estimating reduces errors
- Detailed customer and production analysis enables competitive pricing structures

- Selling tool that your competition does not possess
- Track quote and order histories
- Accurate project and production information
- Allows account managers more time to handle customer requests

To familiarize yourselves with APS just enter the following in to your browser:

http://quotes.empirescreen.com/ Next enter the following email: demo@empirescreen.com with the following password: demo

# -Rebecca Burg The Perils of Paper People - Empire Seeks Out YouTube



Birch Pencil Test, drawn by Rebecca Burg.

Have you ever emailed your friend with a stupid cat video? Don't lie. Of course you have. When a video online

gets a lot of views, the video is referred 2013, I suppose? Traditional animation to as, 'going viral'. Many companies and businesses are starting to post their own videos in an effort to spread their names across the internet, Empire soon to be among them.

Currently a work in progress, I'm creating a two minute video about a paper person (Pine) trying to keep his plane of existence from splitting in two, all while another fellow (Sir Birch) tells him all about the wonderful products Empire has to offer (complete with explosions). The commercial is traditional 2D animation and is moving right along. What was completed so far was shown during the National Sales Meeting, but I feel that it won't be quite as impressive until silly voices are added.

When will it be completed? Sometime things gets everyone's attention.

involves drawing hundreds of images to be strung together to give the illusion of movement. Though beautiful, it can take years for one person to make a five minute video by themselves. Why would I subject myself to animating that much? The work may be tedious and lengthy, but there's nothing quite like watching something I made start moving on its own when I start playing the test videos. Once it's done, it'll definitely be something I'll replay continuously (and hopefully be replayed all across the internet, too).

Next time you're about to email that video of a parakeet dancing to an AC/ DC song, take a look at how many views it has gotten. Sometimes the silliest

# recognition of excellence Developing Relationships

The Empire team did an outstanding **Emp** job putting the event together. Thank you for your hard work and the experience you gave to everyone in attendance.

#### Dan Congelliere Sper **Danlin & Associates** Sara

Thanks to you and the folks at Empire, and that's where the kudos should go, for your hard work in organizing and hosting an excellent Sales Meeting and overall interactive experience. It was informative and inspirational, and the instructional aspects were well-planned and exactly what was needed.

Nore **Ike Sargon** Doug

### Southern Technical Sales, Inc. This was the best sales meeting we

had ever attended well worth the trip and time. We really enjoy selling for Empire. Haranna Alford

# Manufacturer's Choice

I would like to thank you for inviting Brian and I to your "Open House" and the nickle tour of your facility. I was very impressed with your plant operations and the friendly atmosphere and respect each employee has for each other and the plant.

#### **Steve Vissers Calwis Company**

Great job on the National Sales Meeting, I have to say that of all the National Sales Meetings I have been to in the last 25 years this one is hands down the best, thanks for all your hard work, job well done!

> Ian Munnoch, CPMR MSA Components

What a wonderful National Sales Weld Meeting! The account manager's are so Drev pumped up right now. They felt part of Rand the team and I'm sure the reps felt the same way about them. Our supplier's were also extremely happy with the way things went. Nice job to you and Mac everyone that helped in making this a success.

Ike S Kathy Cuellar, VP of Sales **Empire Screen Printing, Inc.** 

Rav Deb Rich Thor Cory Chri Mike Willi Dave Bill Rich Kell Rich Dave John Barr Mike Dan Chao Pete Mich Jeff ( Albe Ted

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Phil

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Empire Sales Reps Years of Service	9
Ian Munnoch, MSA Components 30 yrs.	
Doug Christ, Art Specialty Corp 27 yrs.	
Lionel Dace, Dace & Dace	
Spencer Dace, Dace & Dace	
Sarah Jones, Dace & Dace	
Betty Wisdom, Dace & Dace 12 yrs.	
Fred Alford, Manufacturer's Choice 10 yrs.	
Haranna Alford, Manufacturer's Choice 10 yrs.	
Doug Billings, Empire Screen Printing, Inc	
Jim Mitchell, C.J. Sales of Florida	
Chris Bethune, C.J. Sales of Florida	
Jay Dace, Dace & Dace	
Rob Rogers, Dace & Dace	
Noreen Janick, Dace & Dace	
Doug Kuehn, Empire Screen Printing, Inc	
Ray Feitl, Raymarr, Inc 7 yrs.	
Deb Warner, Graphic Label Solutions	
Richard Ebner, Empire Screen Printing, Inc	
Thomas Seidel, Dace & Dace 4 yrs.	
Cory Vieth, Empire Screen Printing, Inc 4 yrs.	
Chris Cleary, DEPCO 3 yrs.	
Mike Rowell, DEPCO 3 yrs.	
William Rowell, DEPCO South 3 yrs.	
Dave Knight, Knight/Reber & Associates 3 yrs.	
Bill Reber, Knight/Reber & Associates 3 yrs.	
Rich Buetow, Knight/Reber & Associates 3 yrs.	
Kelly Appel, Vectura Sales, Inc 3 yrs.	
Richard Gabally, Vectura Sales, Inc 3 yrs.	
Dave Sarnacki, Vectura Sales, Inc 3 yrs.	
John Wagner, American Graphics 2 yrs.	
Barry Levine, C.J. Sales of Florida 2 yrs.	
Mike Bosch, C.J. Sales of Florida 2 yrs.	
Dan Congelliere, Danlin & Associates 2 yrs.	
Chad Ellickson, Empire Screen Printing, Inc 2 yrs.	
Peter Fantasia, Fantasia Industrial Sales	
Michael Houser, Graphic Label Solutions 2 yrs.	
Jeff O'Harrra, Prime Resource	•
Albert Vang, Empire Screen Printing, Inc 1 yr	
Ted Owens, Vectura Sales, Inc1 yr	

# relationshipseloyaltyecustomer service

come to the Empire Team	
w Rucker	Commonwealth Sales Co., Inc.
dy Chumley	Dace & Dace
co Cruz	Dace & Dace
in Bently	DEPCO
e Grossi	Norton Murphy Sales Corp.
: McLuaghlin	Norton Murphy Sales Corp.
Sweeney	Īnografx, L.L.Č.
des Gustafson	Jeta Enterprises
Sargon	Southern Technical Sales, Inc.



# Vendor Fair - Informative and Fun! -Flexcon Team Members

Empire's efforts to bring the industry to their facility in order to help train team members resulted in an unqualified success. The event not only educated employees, but customers and suppliers as well! FLEXcon's booth was a busy place as many of the sales representatives on hand for the event spent time asking us about various product lines and inquiring about the applications manv involving



Dave Knight is fired up and is ready to go at the NSM 2012.

pressure sensitive films. Still others were able to have technical questions answered about specific applications. It was indeed a privilege to be able to spend the day interacting with Empire's team!"

#### **Michael Steinke** FLEXcon

"Awesome job! Informative and fun. Blown away by Empire's technology, capabilities and vision. Most impressive? Your people!

Thanks so much for your hospitality!!"

> **Rick Carr** FLEXcon

"During Empire's fabulous event, the folks from FLEXcon had a great time meeting and greeting all the Empire family who attended. We were especially pleased with the interest in and questions about our capabilities in POP and wideformat along with our many solutions for durable labeling. We were happy to answer the many questions and be able to solve an application problem or two along the way. All in all – a great event! Let's do it again!

> **Shirley Monte** FLEXcon

# ~Dave Knight Knight-Reber, Best Sales Meeting

Congratulations on organizing and putting on one of the best sales meetings Knight/Reber & Associates has ever had the pleasure of attending in 26 years in business. The Supplier/ Vendor/Partner fair was a stroke of brilliance to help finance the project and extremely educational and valuable for all your sales reps. My customer, S&S Cycle also thought it was wonderful. The suppliers gave their Marketing staff some great ideas for future POP applications.

The new direction for Empire is truly amazing and welcomed for the future. Thanks again for all your efforts in supporting Knight/Reber & Associates build our territory and building the Empire brand. We also appreciate the day in and day out excellent customer service Empire gives to our customers. Keep up the fantastic work!

# **Customer Comments**

Mandy Nogle, Gundersen Lutheran **Children's Miracle Network Hospitals** 

"On behalf of CMN Hospitals, I appreciated having the opportunity to attend the Empire Vendor Fair to take a look at the products and ultimately the possibilities Empire Screen Printing can provide to our organization. The needs of CMN Hospitals are always changing, so having the chance to see the latest and best practices in print technology is helpful to set our sights on how we can better serve our patients through organizational awareness and promotion. Thank you for this opportunity!"



#### Wade Snuggerud, Badger Corrugating

When Cory Vieth invited our company to the Empire vendor fair, I was skeptical to what it would really do for our company. After all, we are a building materials wholesaler, so what really could we gain? I could not have been more wrong.

We started with a tour of the Empire facility and we were blown away. Seeing all the machines in action and truly learning just what goes into creating the different types of printing was awesome. I now have a far better appreciation of what it takes to make the perfect print job every time. After our tour, Cory took us to the vendor fair. We hit up a number of different vendor tables with different products. From adhesives to printing substrates, we found new ideas and tools for our business. We were also able to come up with ways to improve some of the current products Empire prints for us.

Armed with this new knowledge and the new ideas that were inspired from the vendor fair, I can safely say our partnership with Empire will be growing in the near future. Thank you very

much to everyone at Empire for a job very well done. I could not be happier to have been proven wrong!

Action on the floor was tentative at first, but built up to a loud, steady hum of conversation. Traffic was a constant ebb and flow of attendees. Vendors got a chance to show products directly to those people who work with their products, not just a purchasing agent. Employees and reps got the chance to actively seek solutions to production issues in real time.

Vendors also has the unique experience of being able to seek out other vendors. They could appreciate industry trends and innovative products on the market, and begin to build cooperative partnerships with other vendors. The entire day was focused on establishing new relationships and ideas and strategies about expanding expanding existing ones. Those who sales for all were the buzz.



iSP readers include in plant printing will follow. departments, contract industrial Check out the direct link to the printers, and commercial printers current iSP article on our website, selling into industrial markets. Printed Facebook or LinkedIn pages.

# -Amy Bettis Vendor Fair - Building Bridges

Riding the wave of enthusiasm from the previous day, all NSM participants were eager to take part in Empire's expanded Vendor Fair. Over 30 Empire suppliers/vendors were on display. All the vendors were targeted specifically by Empire.

Sales reps, Empire employees, and customers didn't have to traverse over miles of a large convention floor to obtain information relevant to their needs. The Empire team set up a convenient, compact floor plan to make information easy to access.



Kathy Cuellar listens attentively to Dace & Dace reps Rob Rogers & Marco Cruz.



Rebecca Burg helps Dan Congelliere from Danlin & Associates order Empire marketing tools.

were able to attend the keynote address, were most likely trying out what they learned. Outside reps finally got to put a face to the account manager on the other end of the line at Empire.

Facility tours were offered through out the day for all attendees. Both new and established reps could see our production process, and all of the recent equipment upgrades.

At the end of the day vendors also were able to take the tour so they could



Dan Black gets a second chance to interact with particpants at the Vendor Fair.

see first hand where their products may be of most use and how they could expand their offerings to Empire.

All who attended the event came away energized about Empire. Fresh

# Empire Featured in National Magazine -Amy Bettis

Industrial *(iSP)* is the only magazine covering functional and

INDUSTRIAL + Specialty Printing decorative printing done as part of

the manufacturing process. The end product is not the print itself, but overlay keypad, POP display, etc...

 $\mathcal{F}$  images include but are not limited to Specialty Printing membrane switches, RFID, medical devices with flex circuitry, nameplates, panel fronts, printeď electronic components, instruments, and gauges.

When you are a leader people will begin to notice. iSP noticed the innovations made at Empire and likened us to the pioneers of old another final product, such as an forging ahead so they could thrive and prosper. Set the standard and the rest

# **Vendor Viewpoint**

Platinum Sponsor - Sun Chemical



SunChemical reps Ed Klajda & Curt Baskin discuss new products w/ Empire employees Keith Cook & Diane Simonson

## **ANNOUNCEMENTS**

A HUGE Thank You to all who made this National Sales Meeting a success! Empire Marketing Team, Employees, Reps, Vendors, and Customers

**ATTENTION Shutterbugs:** 

Keep snapping those photos. Empire 2013 calendar theme Anything Goes/Eyeball Benders Photo Deadline Aug. 31, 2012 Email photos Attn: Amy Bettis amyb@empirescreen.com

Pencil us in for Summer 2014! Plans are in the works to build on Empire's 2012 National Sales Meeting

Don't forget to order your **Empire gear and apparel:** Contact Nate Monhaut at natem@empirescreen.com



#### QUALITY POLICY

Empire Screen Printing has an ongoing commitment to fully satisfy our customer. Through continual improvement in all aspects of our business, we supply the best product and service in the screen printing industry, in the most efficient and professional manner possible.

I felt the Meeting was planned and huge potential markets for Empire. organized really well by your Staff. The You made it convenient for set up and which made it fun, yet a very successful business venue.

I really enjoyed your guest speaker, Dan Black. Dan used his own personal experiences and explained how he used those to find his own path forward in his career.

It was great that the vendors were included. Meeting your Sales people as well as many folks from the Empire manufacturing department was a good experience.

During the fair we were able to generate ideas for possible new target markets for Empire. Metal decorating and In-Molded Labels (IML) which are

Metal decorating can be defined as vendors were pleased with the meeting. Nameplates, Identification Signs, Sports Novelty Items and Indoor Signage. IML's break down. Most of us know each other are printed graphics on pressure sensitive vinyl or polyester. They require heat resistance because they will be inserted into a molding machine. Examples of in-molded labels are the labels you see on lawn mowers and snow mobiles.

I did discuss this with John Freismuth who believes these are areas of potential new business for Empire. Sun Chemical offers some very good unique UV curable products for both of those applications.

~Curt Baskin

# **SunChemical**<sup>®</sup> a member of the DIC group

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