

THE EMPIRE EXPERIENCE



EMPIRE SCREEN PRINTING >> N5206 Marco Rd. >> Onalaska, WI 54650 >> USA
2014 LEGACY SHOW NEWSLETTER

NSM 2014

Featured Articles

- >> Together We Are Empire
 - >> Effective & Enjoyable
 - >> DNA Selling Method
 - >> Tortal Training
 - >> Whirlwind of Excitement
 - >> Learn a Lot From a Duck
 - >> THANK YOU Sponsors
 - >> Cultivating GPI Members
 - >> Words of 'Wisdom'
 - >> Behnd the Scenes
 - >> Celebrity Perspective

NSM Newsletter

VP Marketing | Doug Billings
Creative Director | Jennifer Schloesser
Editor & Design Layout | Amy Bettis
Photography | Marketing Team
 Amy Bettis
 Rebecca Burg
 Amanda Kuehl
 Jennifer Schloesser

Together We Are Empire | John Freismuth, President Empire Screen Printing, Inc.

I can remember being 18, not knowing what I wanted to be when I grew up. I joined the U.S. Navy and became a part of a great team. In the Navy, I learned a lot about the power of culture. Everyone had a role, and a shared purpose. After serving four years, I started full time at Empire in screen making on second shift. I had no idea what Empire's culture was. I did not feel valued. I felt like a number. Now, I want to make a difference. I want to give all our employees the opportunity to come to work—and make a difference.

What does it mean to work at a company where you are valued and have input? What does it mean to matter to the success of the team? We are at the beginning of our journey and we are just beginning to see the results. A large portion of the people here, are making a contribution. The Legacy Show was a great example of that. We demonstrated leading-edge printing technology, innovation in manufacturing and concern for our environment built right into the process. What most impressed our guests were the broad skills and knowledge of our people. Our people are leading the way, shaping our industry.

I am very proud to say I am an Empire employee, part of a team that respects the contributions of every individual. I look forward to the continual growth of our people and our company. **Together we are Empire.**

Effective & Enjoyable | Patrick Henry Hansen Author/Founder, Patrick Henry International

As a sales trainer over the last 14 years, I've attended hundreds of sales conferences and events, most recently for Empire Screen Printing in Onalaska, WI. This was one of the most effective and enjoyable sales events I've ever attended. The conference was well organized, well designed, and offered participants an engaging mix of both educational opportunities and entertaining events.

The Legacy Show, in particular, was a fantastic way for participants to learn more about their industry and network with business executives, industry leaders, and potential partners. I was extremely impressed with Empire's leadership team and look forward to partnering with them at future events!



EMPIRE NATIONAL SALES MEETING

LEGACY 2014 SHOW

Tortal Training | Dan Black



This is the second time I have been asked to participate in Empire's National Sales Meeting. It gets better every year. The staff's attention to detail whether they are working with participants, vendors or speakers is amazing. I've never felt such a warm welcome from a group.

It's obvious the team at Empire takes great pride in putting together an event that is well organized and executed. Empire created an environment for all those attending to collaborate and share ideas.

The sales training this year was a great touch, the vendor show had an incredible array of companies and organizations. The extracurricular activities were perfectly designed to enable old colleagues to catch up and new ones to join in the dialogue.

As a professional speaker, I've attended and worked hundreds of conferences. The production put on by the Empire family is without reservation one of the very best.

Opportunity for GPI Members | Teagan White Marketing Manager J.N. White Designs

We want to thank you to you and your team for putting on such great events.

The BBQ was a great way to start our trip. We were able to catch up with, or meet for the first time, some GPI members and vendors. We couldn't have had a better evening!

Cory, our tour guide, did a great job of

taking us on the impressive and extensive plant tour. We are very impressed with the technology, expertise and space that Empire has.

We had heard about cell manufacturing prior to our tour but it was very impressive to see that process in action. The entire

Whirlwind of Excitement | Amy Bettis, Marketing Empire Screen Printing, Inc.

The chaos and excitement created by hosting an event like ours is like trying to harness a whirlwind. If you can harness that energy the benefits are enormous.

The term sales meeting sounds mundane. However, this year's event seemed anything but that. You expect to see other sales reps, account managers, and marketing teams at an event such as this, but do you expect to see over 65 industry vendors, celebrities, our competitors, our customers, and all of our plant employees? Everything about our National Sales Meeting Legacy Show was about making connections and building relationships.

Patrick Henry Hansen started us off on the right foot with his unique presentation style. We all were traveling through time viewing great moments in history as they pertained to his DNA Selling Method. Learning became fun instead of tedious!

The excitement of the day spilled over to the backyard BBQ hosted by John Freismuth. The conversation was filled with buzz words from earlier in the day.

Everyone was testing their newfound knowledge. People began to connect on a more personal level. New relationships were forged and older ones were re-energized. We couldn't wait for the vendor fair the next day.

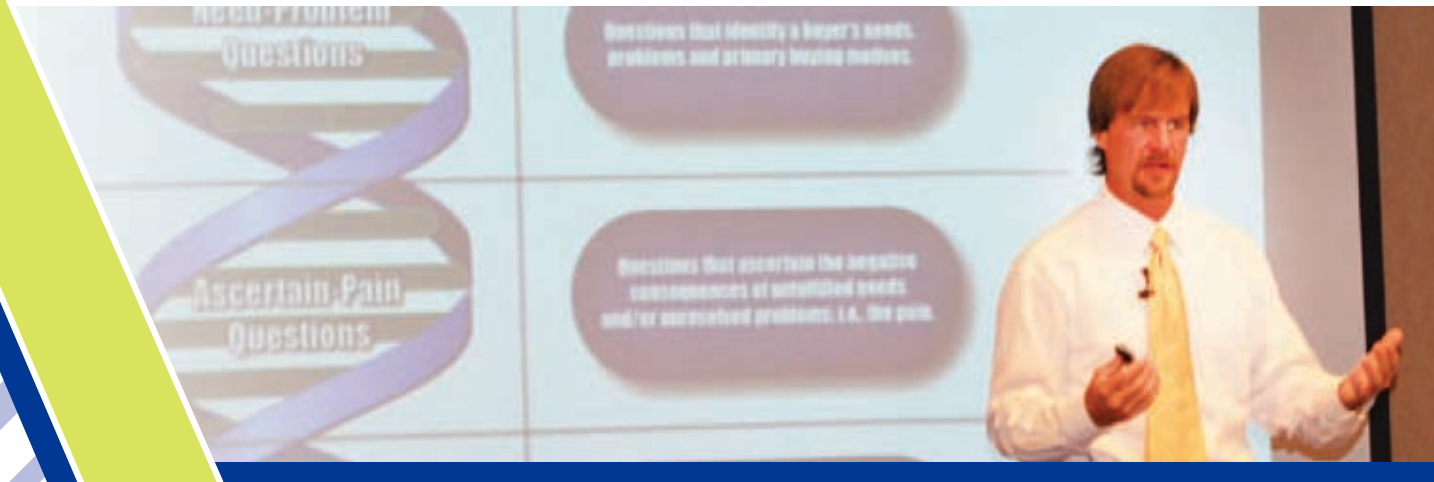
The positive energy from the previous day's events was tangible at the Legacy Show. It was Empire's turn to show off to all our guests. All of the past year's worth of planning paid off. Your comments were proof that we hit this ball out of the park.

It is encouraging to hear what customers, vendors, competitors, sales reps and employees had to say about the event. There were many comments about mutual trust, admiration, respect and generation of ideas. It is wonderful to think Empire as a whole is a catalyst for communication. Cultivating these relationships is how we can help each other grow in our industry.

Each time we host an event like this, we ask ourselves can we do it bigger? Can we do it better? The answer is, "Of course we can!"

Empire team was friendly, professional and answered our questions throughout the tour.

The show provided an opportunity for us to talk to vendors and see what their latest offerings are. We walked away with some valuable knowledge that we look forward to implementing here at J.N. White Designs



DNA Sales Method a Historical Perspective | Ian Munnoch MSA Components, Inc.

The 2014 Empire National Sales Meeting was a fantastic and very worthwhile event. Over the last 27 years as a Manufacturer's Representative I have attended many such meetings. I have to say that this was in fact the very best I have had the honor to attend.

The sales training that Patrick Hansen provided was indeed a very refreshing approach to a subject often included in sales meetings. Mr. Hansen's addition of history into the mix was very interesting and thought provoking, the typical after lunch fog was not apparent in the group from what I could tell.

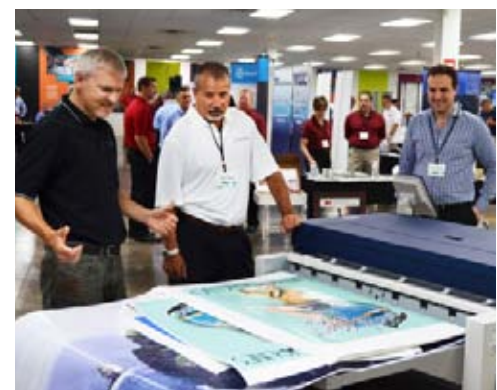
The really key event for me and what really separated this meeting with all the others was the Thursday Vendor Trade show. This is one of those ideas that you say, "I should have thought of that".

Anytime you can bring together the companies that create the materials and components that go into making up the product that you are selling and introduce them to the people whose job it is to sell, you have a winning combination. What better way to introduce the sales force to new and exciting technologies coming to the market place. I really feel that as the sales force continues to gather this knowledge it will make them both better at selling the Empire product line and hence be a better resource to their customer base. This is a classic Win, Win for all involved.

I can't wait for the next meeting; thanks again Doug for the hard work of your team and yourself.



EMPIRE NATIONAL SALES MEETING
LEGACY 2014 SHOW



You Can Learn a Lot From a Duck | Amy Bettis, Marketing, Empire Screen Printing, Inc.



During the spring and fall, we see ducks flying in 'V' formations. These curious formations are driven by instinct, but serve a higher purpose. The

flying 'V' allows the ducks to conserve energy and optimize communication with each other during long migrations.

When the lead duck tires, it makes a strategic switch to the back of the formation, and a new leader takes its place. There is no single, unwavering leader for a flock in flight. All of the ducks work together by relying on the experienced birds to lead the way and keep the flock on course.

It seems we can learn a lot from ducks! To reach your goals, conserve your resources, rely on experience and good

communication. This is the essence of what we were trying to accomplish at our National Sales Meeting and Legacy Show.

You received an adorable rubber duck as a memento of Empire's National Sales Meeting. We hope you have kept this cheerful little fellow on your desk, near the phone, or in your briefcase to remind you of all the great things about Empire Screen Printing. Remember, you can learn a lot from a duck!

Thank You, The Flock at Empire Screen Printing

THANK YOU to Our Sponsors!

Platinum | Sponsors

- 3M
- Coherent Inc.
- dlp imaging corp
- Fuji/Sericol
- M&R Companies
- Mosaica Group
- Norcote
- Ritrama
- Sefar
- Sun Chemical
- Zund

Gold | Sponsors

- Advantage Sign Supply
- Allweather
- Ameri-Cal
- Bayer
- Catalina Graphic Films
- Curbell Plastics
- Demak
- MetalPhoto
- Kammann
- Kiwo

Lawrence & Frederick

- MacTac
- Mathias Die Company
- Morgan Design Group
- NECAL
- Phoseon
- Proell, Inc.
- Regal Graphics
- Sabic

Silver | Sponsors

- 3 Sigma
- Achem
- Acpo
- Arrowhead
- Atlas Screen Supply Company
- Avery Dennison
- Converd
- Counterpoint
- Coveris Advanced Coatings
- Creative Banner Displays
- Crown Plastics
- Essentra
- Flexcon

Gandy Digital
Hewlett Packard
(Silver Sponsors cont.)

- Identity Works
- Jessup Mfg
- Lindenmeyr Munroe
- MacDermid
- Mark Andy
- Midland Paper
- Midwest & Nazdar
- HISHIMETAL by Mitsubishi
- My Press Needs
- Nazdar & Midwest Sign
- Pica Grove
- Piedmont Plastics
- Precision Graphics/Perfecta
- Rotometrics
- R-TapeCET Films
- Signtronics
- SSI Electronics
- South Imperial
- Tekra
- TKO Graphix
- Xcel Products



Cultivating GPI Members | Sharon Erler, Sales Rep
Empire Screen Printing, Inc.

The 2014 NSM took full advantage of getting Empire noticed throughout our industry . . . and then some! During the week of the show, I had the pleasure of spending time with a number of our competitors within the GPI (Graphic & Product Identification Manufacturers) membership. A total of thirty-two corporate members from seventeen companies registered and took an interest in our "Legacy Show".

I received questions from fellow employees as well as GPI members as to the purpose of opening up our facility and inviting "competitors". Over the past 16 years I have personally had the opportunity to tour several industrial printers across the U.S. and always found it very eye opening and beneficial. Each tour provides a first hand assessment of not only manufacturing processes and capabilities but also different types of business models, leadership styles, and company cultures. Our Legacy Show provided a truly unique and amazing experience for our competitors and customers. They discovered that Empire is the leader in industrial printing by utilizing the most advanced forms of technology and manufacturing techniques available while focusing on environmental and sustainability practices.

The Legacy Show provided our competitors an opportunity to see first hand capabilities they may not currently have but their customers have requested. Instead of turning the business away, they can now look to Empire as their printing partner. It's a win-win situation for everyone as it: saves our competitors from having to make capital investments within their businesses to meet customer demands; provides additional business for Empire; and satisfies the customers' needs. It doesn't get much better than that!





Words of 'Wisdom' | Betty Wisdom, Dace & Dace

Noreen and I truly enjoyed our time there and talked about what a great experience it was for us. So many parts of the visit will stay with us for a long time.

The BBQ at John's house was a great idea! It was fun to relax and have an opportunity to visit with people. The ride over on the bus was fun! The setting was perfect, and the food was really good. The casual atmosphere was what we needed, after traveling and being inside all day. So I would give the BBQ an A+ for food, location, atmosphere, and company.

The vendor fair was very interesting to us – and very impressive. We work regional trade shows every year so we have been to various types and I know that this took so much planning and work. It was fun to see the different vendors, learn about their products. I thought it said a lot that you invited other companies there, even though they weren't vendors, to participate. They all seemed excited to be a part of the show and all sounded like that they definitely wanted to be associated with Empire.

Everything was laid out so well, flowed very well, and again, was all very interesting to learn about. The tour through the facility was very informative and definitely made an impression on what an organized "machine" Empire truly is. We all learned so much, and it was so much better to see in person. I really came away with an even greater feeling of what an exceptional company Empire is, and their people make them so special. It felt very much like a family, everyone seemed to be happy, very friendly, and pleased to share their "home" with us. What a fun day it was for all of us!

Impressive Event | Amanda Vandehey, Program Specialist Children's Miracle Network



We were so grateful for the opportunity to be part of the Legacy Show and appreciative of Empire's support in so many ways. I wish I would have been able to attend the event longer but I was impressed with the logistics, presentation and overall event.



What Goes on Behind the Scenes | Rebecca Burg, Web Designer/Marketing Empire Screen Printing, Inc.

When an audience watches a magician perform a card trick, they see the end result: the illusion that the entertainer drew the appropriate playing card out of thin air. They don't realize the number of hours sunk into deck



counting, practicing sleight of hand, and overcoming the nerve to get on stage in the first place.

At least, that's what I repeated to myself as I toiled for two hours trying to find out why my web code for the Legacy Show wasn't working. I eventually found the problem (missed an "_" somewhere in the mess of numbers and letters), fixed it, and moved on. After all, I still had to set up the registration page for the customers, create automatic alerts when they submitted their application, put that information into a spreadsheet, police the amount of participants going to the sessions and tours, then get all that onto name tags.

As I was typing away, I could see Jen

searching for her elusive tape dispenser. Once located, she tacked up the prototypes for one of her projects: the hanging banners that bordered around the show floor. There were some adjustments made, new papers hung, others thrown, even more rearranged until she was finally content. Of course, this was all intermixed with numerous phone calls and inquiries about the show she had to answer. When the questions were satisfied and everyone on the

right track, she moved on to the sample domes.

She had assigned the daunting task of updating all the PDF handouts to Amanda, along with sending out email invites, creating proofs for vendor ads, and making name tags for those who didn't register through the website. As she was attaching those tags to lanyards—after days worth of looking up information and checking for spelling—I wondered to myself how many names she had permanently burned into her brain.

While I worked, I could see a rubber

ducky out of the corner of my eye. Then, another. Yet another—this time dressed as a nurse. They perched themselves across Amy's desk as she pondered the philosophical reasonings behind their flight formations. I couldn't bring myself to question the odd sight—she looked much too busy with the their carriers and the show booklets. Even when it reached the point of her making decorative nests for them on the Empire marketing table, I let it be. There are some mysteries in the world best left unsolved.



When we finished the web design, printed material, and finally had the show floor set and ready for the big day, there was a collective sigh of relief. Few people

would realize the amount of time poured into this event. They would just see the end result—the playing card drawn from thin air—and I honestly wouldn't have it any other way.

Next time, we should try to make someone levitate.

GPI Member - The BIG Picture | Edward F. Cook, Jr. President, ECI Screenprint,

I wanted to thank you (John Freismuth) again for everything you and your team did to include me in the Legacy Show. It was an awesome event and you should be very proud of the way your entire team

approached things. I know I certainly would be.

I especially appreciate your openness to share in what you have setup and accomplished to date. You are a truly

generous and giving person who looks at the big picture and really someone who we should all emulate to become better leaders in our organizations.



EMPIRE
NATIONAL
SALES MEETING

LEGACY
2014 SHOW





Jen Schloesser w/ Kris & Stephanie Ford, Sons of Guns

Celebrity Perspective | Kris & Stephanie Ford, Sons of Guns

Kris and I do many trade events through-out the country and we must say, this event was very good. We had an opportunity to tour your facility and as manufacturers ourselves all we can say is, WOW! It was great to meet many of you during the show and the tour.

We were blown away by the beauty of your area when we saw the whole community from the Grandad bluff view. This truly is God's country. We must say the cheese curds are pretty good as well. We have had many printers ask for our business but we have our printer in Empire. We look forward to many new projects and building a long lasting relationship. Thanks for having us attend your Legacy Show.

From the Heart | Butch Kaplan, Central Decal

Thank you so much for inviting me to your tradeshow and giving me a plant tour of your facility. I gotta tell ya, very impressive. And the area you live in is awesome. What a great quality of life place.

As I was driving home, I was thinking about the openness you showed by allowing a competitor in. That is one of the nicest things anyone has ever done for me..... showing me the value of trust. It also opened my eyes to the openness theory and how both companies can benefit. I would like you to come out and see our facility if you ever get a chance.

Generating Ideas | Sam Wainer, Metalphoto

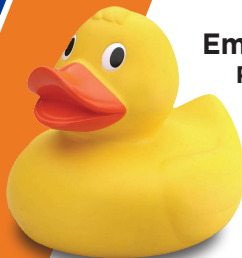
Thank you for having us (Horizons/Metalphoto) to Empire's Legacy Show. Your tour gave me a bunch of ideas on how we can incorporate cell manufacturing into our Metalphoto continuous production lines.

Luck Duck Winners | Courtesy of Empire

Customer Winner
Dave Servais | Thern, Inc.



Empire Sales Rep Winner
Russell Vaughn | Dace & Dace



Jason Harnisch | Doming



Jill Schultz | Auto Emp



Gilbert Brown Super Bowl Winner & former Green Bay Packer



Kris & Stephanie Ford



Country Music Artist, Jared Blake - Season 1, "The Voice"