



## national **SALES** meeting

# Printing with Purpose

NEWSLETTER

## 2016 SPECIAL EDITION

### Articles In This Issue

- Transparency in Leadership »
- Professional Insights »
- Educational & Entertaining »
- Applauding Sustainability »
- Purpose & Passion »
- Making It Work »
- Worthwhile Trip »
- Backyard BBQ Tradition »
- GPI Member Accolades »
- Vendor Recognition »

### NSM Marketing Team

- Doug Billings, VP Marketing
- Jennifer Schloesser, Creative Director
- Amy Bettis, HR/Marketing
- Rebecca Burg, Web/Graphic Design
- Tom Donaldson, Digital Supervisor
- Ellen Klug, Web/Graphic Design
- Autum Jacobs, HR Manager
- Chris Schultz, Customer Service

### NSM Photographers

- Amy Bettis, HR/Marketing
- Allison Klauke, Digital Value Stream
- Jeremy Saley, Shipping
- Corey Stillwell, Art Department

~ John Freismuth, President **Transparency in Leadership**

Two things continue to make our National Sales Meeting (NSM) at Empire an unusual industry event: Inviting vendors and competitors to attend. How did our NSM evolve into such an unusual format?

Our employees asked the same question, "Why would you invite our competitors?" I said, "They have screening presses, laminators and die presses, so the only difference is our people, I am not afraid." The benefit for us is we also invited potential customers. More than half our competitors bought product from us since the first show. In turn, we also bought from those competitors, built partnerships and friendships as a result.

In 2009, when I became President of Empire, we worked on our Company Vision, Mission and Core Value statements. We needed to make something that was not visible—visible to everyone who associated with Empire.

Our first NSM in 2010 was to let our reps know who we were as people. We set up

training and shared our vision with them. After a day of training, I invited everyone to my home for a backyard BBQ to meet the team in a social aspect.

The second day was a plant tour to show changes we made to the manufacturing process. Our head of sales and marketing Doug Billings thought it would be good to invite our key suppliers to display what their capabilities. The show was a success.

Our successive NSMs in 2012, 2014 and 2016 blossomed and grew into what you experienced this past summer. We always

look forward to improve as a company. You can expect great things now, and in 2018, at our next NSM.

Our culture says we do not settle for good, but strive for greatness. Our NSM and vendor show represents who we are at our core. We are industry leaders in environmental processes. We print without polluting. We share with our competitors and suppliers for the betterment of all.



John Freismuth

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NEWSLETTER  
2016 SPECIAL EDITION

# national **SALES** meeting

## Professional Insights

~Judson Laippy, Inspirational Speaker

As a professional speaker for the last 17 years, I'm afforded a little more insight into the inner workings of companies than most people. I've seen the inside of a variety of businesses, organizations, factories, production facilities—even the inside of a nuclear power plant (with more security than the Pentagon—for real!).

I was beyond impressed with Empire Screen Printing. The combination of people and processes by which they work was a wonder to behold. Their way of utilizing the collective knowledge and expertise of every person is what keeps them ahead of the competition and the combined quality and efficiency is what keeps

~ Jeff Coon, Partner, Stream Creative

Empire Screen's National Sales Meeting was not only well-organized but also extremely educational and inspiring! I learned a lot from the other speakers and enjoyed learning

their customers loyal. It was a pleasure to be around people who are excited by what they do and have a commitment to excellence. The range of things they do is impressive and I'm not going to lie: Dome decals are amazing to watch be made. It's easy to see why they have been in business for as long as they have, and no doubt they will continue to be pioneers in their field.

Being part of the NSM was an extra bonus to see how Empire is helping to bring together competitors to talk shop, share ideas and practices, and collaborate in order to help everyone. It was a perfect example of how things should be. It was an honor and a privilege to be part of it.

## Educational & Entertaining

about the challenges they're facing. Doug, Jennifer, and the team at Empire Screen did a great job of making this event both educational and entertaining!



Brian Parsley  
Psychology of  
an Elite Salesperson



Jeff Coon  
Five Tips for Sales &  
Marketing Success



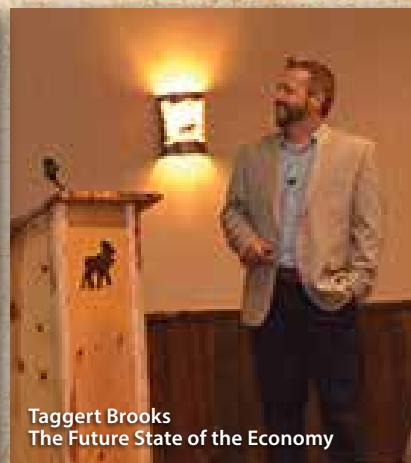
Judson Laippy  
Life is Change  
& Evolution of Dance



Doug Billings  
President Lincoln:  
Social Media Genius



Sales training at Stoney Creek Inn



Taggert Brooks  
The Future State of the Economy

# Printing with Purpose

NEWSLETTER  
2016 SPECIAL EDITION

# national SALES meeting

~ WI Department of Natural Resources **Applauding Sustainability in Action**

**Jessica Lawent**, Air Management Transportation and Printing Sector Specialist, Milwaukee, WI

Outstanding job coordinating the event Jennifer! What a great way to showcase your services and initiatives in front of your vendors, customers, peers and community. Thank you for highlighting your Green Tier participation and allowing us to be a part of this important event. We look forward to continued collaboration!

**Dan Baumann P.E.**, Eau Claire, WI

What a great event, Jennifer! Thanks so much for making us all feel welcome and allowing us to get to know your

staff and your operation better. I was extremely impressed with the way you all continue to look for opportunities to lead this industry in sustainability.

I appreciate the opportunity I had to talk with you, John and Mr. Brush during our visit, and will look forward to hearing about the continued successes and leadership at Empire!

**Shelley Heilman**, Environmental Assistance Outreach Coordinator, Madison, WI

Empire employees were all extremely friendly and helpful. There was a positive energy in the air that seemed

to be fueled by pride, hospitality and smiles. I was in awe of Empire's National Sales Meeting and Vendor Show event and especially the way Empire was willing to transform its facility into a place of learning and networking for clients, suppliers and competitors. It was a great venue for sharing ideas and recipes for success that benefit both the bottom-line and the environment. We are thrilled to have Empire Screen Printing in the Green Tier program and hope that others that learned about your participation will join in and participate in Green Tier too!

Each year we've asked how are we will top the last show. Since 2010 each NSM had a pivotal effect on Empire Screen Printing. What could we bring that would be relevant to your business goals and ours?

We succeeded in bringing speakers that strengthened business and leadership skills, such as, **Brian Parsley's Psychology of an Elite**

~ Amy Bettis, HR/Marketing

*Salesperson, Jeff Coon's Five Tips for Sales & Marketing Success, Doug Billing's President Lincoln: Social Media Genius, Taggart Brooks' The Future State of the Economy, Judson Laipply's Life is Change and Evolution of Dance.*

As people are the drivers of change in today's business environment, our contingent of NSM speakers focused on our need to succeed and finding

## Purpose & Passion

the right blend of information and passion to generate successful results. Pushing attendees outside their physical and intellectual comfort zones, all of our speakers provided the tools to become a champion for change and move the conversation and your business into the 21st century. Identify your purpose, find your passion, and discover a way to make it happen!



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NEWSLETTER  
2016 SPECIAL EDITION

# national SALES meeting

## Making It Work ~ Jennifer Schloesser, Creative Director

Our first NSM in 2010 had 6 vendors. Our second NSM had 32 vendors. In 2014 and 2016 our vendor show more than doubled in size, featuring over 70 vendors.

In soliciting vendor sponsorships for our NSM, we needed to see it from their perspective. What value is in it for them? It's not a national event. Why should they show at Empire? These were questions that we needed to ask to make this event work.

In order for this event to appeal to our vendors, we needed to expand our guest list and open our doors to other printers (i.e., our competition). We needed to make this not only about Empire, but the industry as a whole. Hosting our NSM at Empire, we showcased our value to the entire industry.

In 2014 and 2016, we opened our doors to the competition, in part because John Freismuth was on the board of directors for the

National Association of Graphic and Product Identification Manufacturers, Inc. (GPI). Having direct contact with other printers and getting to know these companies helped break down the barriers.

John sees the competition not as competitors, but as potential customers. A large percentage of our sales come from other printers or print brokers. Our NSM gives us a platform to get people here. Once they're here, it's easy to show them our manufacturing process. They see how quality is built in: Our UV LED technology, employee interaction and how they created a culture of quality craftsmanship. We've gained customers just by them walking through our doors. The show highlights the value of doing business with Empire. It helps us build relationships and trust with our customers, suppliers and yes, our "potential" customers.



Doming capabilities



L-R John Freismuth, Cindy Brush  
Jim Brush & Dan Baumann, WI DNR

## Worthwhile Trip! ~ NSM & Vendor Show Attendees

### Chris Bethune, C.J. Sales, Ocala, FL

On behalf of C.J. Sales of Florida Inc., we're proud to attend the 2016 NSM. We are also proud to be a part of Team Empire, celebrating our 17th year as your reps in Florida. Great job, great meeting, great people make it all possible. Looking forward to 2018.

### Peter Max Weber, dlpic, Ronkonkoma, NY

Adam and I thank you, your marketing team and all your staff at Empire for an unbelievably well organized vendor fair. Our participation was an unexpected, overwhelming success and the initial response to our new and unique 5080 dpi digital screen imaging system was fantastic. The speakers and their presentations on Wednesday were interesting and enjoyable.

We cannot thank you enough for your hospitality, the untiring effort of all your staff to provide immediate help whenever and wherever needed. We cherish our vendor relationship with Empire and always look forward to visiting the 7 rivers region and Empire specifically!

### Brett Greene, Willington Nameplate, Stafford Springs, CT

You should be proud of what you cultivated at Empire. The people are engaged in the business and you have unique approaches to running things. We were impressed with the cellular layouts, The level of innovation blew us away. Your team was great as well. They were easy to speak with and provided us with loads of information. Definitely plenty of takeaways for us during this visit.



Sustainable Screen Print Technology



Enjoyable lunch options!

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NEWSLETTER  
2016 SPECIAL EDITION

# national **SALES** meeting

## Backyard BBQ Tradition ~Amy Bettis, HR/Marketing

It is an amazingly simple idea, yet to my knowledge, there is no other event like it! What sales meeting have you gone to lately (*beyond ours*) where the host invites attendees to his personal residence for an evening of fun and relaxation?

Our president, John Freismuth has again invited Empire Sales Reps, key personnel, NSM guests, platinum and gold sponsors to his home for a backyard BBQ after a day of focused and inspired training.

Attendees hopped on the Redneck Express to John's house for a dose of Wisconsin hospitality. (*If you missed the spirited fun of the ride over this year, you will have to wait until 2018. What happens on the bus stays on the bus!*)

Just like our NSM and vendor fair we needed to up our game. In the past, we had great conversation, tasty food and yard games. A local favorite, Blue Moon Restaurant served traditional charcoal-grilled chicken and burgers.

Bringing a little more Wisconsin fun to the party, we hosted wine and beer tastings courtesy of local Wisconsin entrepreneurs, Elmaro Winery and Turtle Stack Brewery.

We also enhanced the evening with live music provided by blues guitarist, Mike Munson. Is there a more fun way to network with industry peers than to share an adult beverage or two over a friendly game of "bags", OR chill out on the lawn and soak up some blues?

In that relaxed atmosphere, several new connections were forged and old ones strengthened. Empire employees had the chance to talk about their passions at work with people to whom it mattered the most. Those simple conversations heightened the anticipation of the next day's vendor show. It was the perfect event to bridge our formal sales meeting to our vendor show and tour format.



Hangin' out in the shade



Chillin' to some tunes



Swappin' tales



Empire junior hostesses



Yep, definitely in Wisconsin



John's Backyard BBQ

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NEWSLETTER  
2016 SPECIAL EDITION

## GPI Member Accolades

Thank you and your team for the outstanding show you put together and the overall support and courteous effort from every Empire associate. After having visited and experienced the Legacy Show two years ago, I didn't think you could have improved on that event, but WOW, did this year's Purpose Show surpass my expectations! It was just amazing!

Being the leader of a small business, we constantly look for ways to inspire our staff and refine our company. Your outreach and give back to the industry helped us continue this journey in a big way. I am proud that ECI was able to participate in the show, which is why we supported it as a platinum sponsor, and even prouder to be an Empire Supplier.

Being associated with the best of the best is a fantastic step forward for our company. The opportunity for my team to be involved in the show will assist in their development and excitement for the industry. They couldn't stop talking about it all the way home.

We were all grateful for how welcoming and supportive everyone was to work with. Especially Lee Vieth and Jennifer

~ Edward F. Cook, Jr., President, ECI

Schloesser going out of their way, on probably the busiest day of their year, answering our questions and discussing aspects of the business and process improvement ideas. You have created a tremendous opportunity for the industry, customers, and suppliers, with this biennial show. It is making a huge difference in the industrial printing industry for everyone to share in understanding and knowledge of how products are made, materials are used, and what options there are to create our products.

My team is floating on air and I expect many new ideas and inspiration to improve our business. My number one take away is my pleasure seeing the excitement that Team ECI has with this new found vision and the enthusiasm for what ideas they might come up with as a result of what they experienced.

I highly recommend all GPI members bring their staff to experience what Empire has developed as a way to take it to the next level. Just saying Thank you does not do justice to what we have just experienced.

# national SALES meeting



Lee Vieth, Plant Manager



Guided plant tours



Check out Mister Sticker Printshop



John's pre-show pep talk



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2016 SPECIAL EDITION

# national SALES meeting



## We Are Grateful to Our Sponsors

~ without them Empire's NSM and Vendor Fair would not be possible

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