# ABOVE & BEYOND | WINTER / SPRING 2018



#### **SAFETY NEWS**

### SUSTAINABILITY NEWS

#### **HEALTH & WELLNESS**

#### **EMPIRE NEWS**

#### **EMPIRE EVENTS**

#### **EMPLOYEE NEWS**

# NATIONAL SALES MEETING 2018 By: Doug Billings

Join us, July 19th, for our 5th biennial National Sales Meeting: Partners in Printing Vendor Fair. This unique business experience will help build partnerships with our suppliers and customers by forming relationships and advancing opportunities within the print industry.

July 19th: Partners in Printing Vendor Fair: With over 50 vendors, you'll have the chance to speak oneon-one with printing industry's top suppliers as they highlight the latest in technology, materials, and upcoming trends. Participate in our breakout sessions, starring Dana Starkell and Dan Black, and enjoy Empire's plant tours. We'll highlight our expanded capabilities with our newest equipment: the Legacy 12-color UV LED screen printing press, and the Graphium, our rollto-roll digital hybrid. Our vendor fair will motivate you to explore new strategies and ideas to increase revenue and maximize your profits.

#### **FEATURE BREAKOUT SESSIONS:**



Dana Starkell grew up living the life of adventures. He is the son of Don Starkell (author of the book "Paddle the Amazon"), who tells of their true-

life adventure story. First released in North America, it quickly became an international best-seller and is today considered one of the greatest canoe adventures of all time, which ended with Dana as a Guinness World Record holder. Currently, a screenplay for the motion picture is under development. Dana's unique speaking ability and presentations captivated have audiences throughout Canada and the United States. You will hear the true story of being attacked by pirates, arrested for being spies, shot at, and mockexecuted, along with the evolving relationship between father and son.

(Continued on page 5)

# BENEFITS OF WISCON PROGRAM By: Amy Bettis

Employee safety has always been a priority at Empire. In May of 2017, the safety committee invited consultants from Wisconsin State Laboratory of Hygiene, WisCon Program, to visit. Danica Harrier and her team came on site to monitor and test air quality, observe daily activities, and tour our facilities. She applauded our efforts and made further recommendations to improve employee health and safety. As a result of the initial consultation in May, new programs were added for hearing conservation and respirator use. We're also building improvements, such as new overhead doors by LVS to aid in noise reduction, and improved access to first aid with the addition of five stand-alone eyewash stations in the machine shop, SVS, doming, digital, and shipping.

WisCon monitoring revealed die-making employees were exposed to formaldehyde exposure limits above the National Institute for Occupational Safety and Health (NIOSH) REL of 0.016ppm. Although no actions were legally required of Empire since formaldehyde exposures were below the OSHA PEL of .75ppm, it was recommended that we reduce worker exposures to less than the NIOSH REL. The recalibration of the laser and other physical adaptations (laser's focal point and exhaust system) were also adjusted to reduce exposure from off-gassing of formaldehyde when burning plywood.

In January 2018, WisCon provided additional follow-up consultations beyond their normal scope to see if Empire's actions were effective. According to Ernie Stracener, CIH, CSP Industrial Hygiene Supervisor at WisCon, "This service was extended because it is in the interest of preserving worker health, thus aligning with WisCon's mission to assist Wisconsin small businesses in protecting their worker from workplace hazards."

Danica and her team reassessed die-making's exposure limits over an eight-hour workday. WisCon monitoring revealed formaldehyde exposures were reduced not only below legal OSHA thresholds, but also below recommended NIOSH REL. Previously, exposures were 2.4 to 2.5 the eight-hour TWA NIOSH REL of 0.016ppm. The employees' eight-hour TWA exposures are now 0.013 and 0.015 ppm.

Partnering with WisCon was a mutually beneficial experience. It allowed both organizations to gain experience and knowledge to apply in a proactive and productive fashion. A huge thank you to the team at WisCon—continue the great work keeping Wisconsin workers safe!

SAFETY COMMITTEE		
SAFETY COORDINATOR Keith Cook	R&D	
COMMITTEE MEMBERS		
Lee Veith	Plant Manager	
John Johnson	Operations Coordinator Human Resources	
Autum Jacobs	Human Resources	
Sheri Noble	Insurance AgentHuman Resources / Marketing	
Amy Bettis	Human Resources / Marketing	
Nancy Gilbertson		
Tom Donaldson	Digital Manager	



In January, Empire upgraded three of our drinking fountains to water bottle-filling stations. One is located by the new lunchroom, another is near the 40x61 LVS, and the third station is by the old lunchroom bathrooms.

There have been a lot of positive responses from our employees, but for those of you still on the fence, here are some reasons why you should start using the new filling stations. Let's all do our part, both for our bodies and the environment.

#### REASONS TO USE THE WATER BOTTLE FILLING STATIONS:

#### 1. CLEAN WATER, HEALTHY BODY

The system has a filter, which purifies water. This makes it safer and tastier. Although you could refill a plastic bottle, a reusable bottle is recommended. Constant reuse of plastic bottles can lead to a physical breakdown of plastic, which can harbor bacteria and expose you to other chemicals laced into the bottle, posing a health risk.

#### 2. SAVE THE ENVIRONMENT

Using a refillable water bottle is better for the environment, because plastic bottles tend to get thrown out instead of recycled. When that happens, it can take 450 years for them to decompose. The new filling stations let you know how many bottles you've saved from the landfill every time you fill up. In just under two months, we have eliminated over 5,000 water bottles!

#### 3. IT'S FASTER

Have you ever stood at the bubbler, and stood there, and stood there, waiting for your bottle to fill up from a small stream emanating out of the faucet? Now you don't have to! The sensor in the station sees your bottle and fills up faster than you can read this article. It saves time while still helping you to stay hydrated.

#### 4. SAVE MONEY

Buying a bottle of water can cost between \$1.00 to \$3.00. Here at Empire, the vending machine will charge you \$1.50. If you were to buy one every day, that comes to \$7.50 a week, and \$30 a month! For \$30, you can purchase a cool-looking refillable bottle and save yourself \$330 annually.

# **GREEN COMMITTEE**



# SUGAR SMACKDOWN CHALLENGE By: Amy Bettis



High sugar intake raises LDL cholesterol, triglycerides, and risk for hypertension, gout, inflammation, fatty liver disease, periodontal disease, and rheumatoid arthritis. It even damages DNA. Sugar is added to about three-quarters of prepared foods. Added sugar, especially fructose, drives the risk of developing type 2 diabetes. Risk increases by 22% with each sugary drink serving consumed on a daily basis.

Several employees at Empire joined the Health Traditions Sugar Smackdown Challenge, attempting to cut out extra sugar in their daily lives. It was an eye-opening experience that revealed hidden sugars in many of the foods we eat and drink. Small incremental changes can make a big difference later on in life. Employees tracked their consumption, developing awareness of emotional triggers, ingredient labels, and healthier options. They learned to substitute new foods that satisfy cravings, manage portions throughout the day, and discover low sugar/carb options for their favorite things.

If you are looking for more healthy tips to reduce your sugar intake check out the following link: www.webmd.com/diet/features/13-ways-to-fight-sugar-cravings#2

Many thanks to Joyce Mlsna and Health Traditions Health Plan for providing a vibrant and relevant health and wellness program. The impending changes affecting Health Traditions Health Plan will impact employees. Stay tuned for upcoming changes in our health and wellness program. We strive to make this change a positive catalyst for good. We are looking forward to new health and wellness options.

# NATIONAL SALES MEETING 2018 (Continued from page 1)



Dan Black, VP of Business Development and Client Engagement at Tortal, provides strategic consulting on talent development options to organizations so they can better leverage the power of their people. He helps his clients increase productivity, performance, and consistency while reducing cost across the organization. Dan's career includes developing the largest volunteer reporting network for Price Waterhouse along with constructing management and sales training

programs for International Franchise, coaching trainers and consulting on sales, management, and performance sustainability-learning solutions.

#### **PLANT TOURS:**

Find out what Empire has been up to since our last vendor fair. Learn how we continue to offer high-quality products to our customers with our expanded equipment capabilities. Observe how we're on the cutting-edge of environmentally sustainable manufacturing process.

This event only happens every two years, so don't miss this exclusive opportunity.

#### **REGISTER ONLINE:**

www.empirescreen.com/national\_sales\_meeting\_register.html

July 19th Vendor Fair Guest Registration Password: NSMPartners2018

# **HUBSPOT MARKETING** By: Jennifer Schloesser

In today's ever-changing landscape of technology, how do we keep up with marketing trends and lead generation? Our society is based on instant gratification. If you're not on the front page of a Google search, you won't be found. Using web-based technology is important if you want to stay in front of the competition.

Although printed flyers or mailers are still utilized to market, the internet marketing tools are used over the other. In the past, sending mailers with the hope the design and content would appeal to the audience took time. Maybe several attempts to reach a prospective customer were needed, or the likelihood that it would end up in someone's trash happened more than we'd like to think.

It's difficult and time consuming to track this type of marketing content or know if it worked in the first place. If we made a sale or had a customer call, the information wasn't stored or tracked for future marketing improvements. Right or wrong, the question has to be asked: Are the efforts meaningful and effective to help build the organization?

Today, we focus or marketing by using software, such as Hubspot, to reach more of our customers. Hubspot is a customer relationship management (CRM) software designed to help businesses manage the following processes: customer data, customer interaction, access to business information, and marketing tools.

Because it's based out of one software, we can market to all our customers with one email blast. From there, we can see who opened the email, who deleted it, and who ventured further to click on the website link, video, or filled out a form to receive samples.

For example, we can reach 9,000 people at once and within minutes, the software collects data. We can analyze the data to determine which marketing campaigns are most effective than others. This will help us learn and improve based on the results of each campaign.



Hubspot allows us to link to our social media sites as well. By advertising using Facebook or Instagram, we're reaching potential customers who are interested in our product. This allows us to set up advertising based on our target audience and markets.

Hubspot helps us bridge the gap between sales and marketing by working off the same platform. Although it takes more than an email to make a sale, utilizing the power of Hubspot will help us build our brand for the future.

# ISO:2015 CERTIFIED By: Steve Johnson

We strive to offer our customers exceptional service that exceeds expectations. Our employees work every day to manufacture a quality product that meets your customized needs by building standards and procedures into our processes.

Over the last year, we've gone through the auditing process to meet the new ISO:2015 standard requirements. We're delighted to inform you our certification is approved and we're now ISO:2015 certified.

# SGIA 2017 SAFETY RECOGNITION AWARD By: Amy Bettis

Empire was one of 55 companies recognized across the USA, Canada, Mumbai, and India for successful completion of SGIA's Safety Recognition Award program.

SGIA's program operates on a yearly basis, recognizing member companies for implementing successful programs which promote compliance and awareness in regards to employee health and safety.



# FAMILY BUSINESS OF THE YEAR PRESS RELEASE

Employees of Empire Screen Printing expressed their concern when Empire President, John Freismuth, invited competitors to tour our facilities. As a champion of business transparency, John addressed his employees concerns. "They [our competitors] have screen presses, laminators, and die presses too, so the only difference is our people. I am not afraid." His confidence in his people, their collective knowledge, and respective abilities keeps Empire at the forefront of the screen printing industry. Our people are the drivers of change and prosperity at Empire.



"On May 3, 2018 in Madison, Wisconsin, Empire Screen Printing was honored with a special recognition from the Wisconsin Family Business Awards. Judges were awed by Empire's relentless pursuit of environmental sustainability and its generosity of sharing its UV LED technology with peers. This special award, titled I Am Not Afraid, recognizes Empire's forthright transparency, innovative spirit and green initiatives pioneering print methods that reduce energy consumption and pollution. Empire is innovating and evelvating their entire industry with UV LED technology."

-John Freismuth, President

# **EXPANDING CAPABILITIES** By: Jennifer Schloesser

Empire's mission is to be a cutting-edge print supplier, creating customer products that enrich our customers' brand and identity. We provide a friendly, knowledgeable customer experience every time.

We live this mission, focusing our efforts on adding value for our customers. Our employees work together to continually improve and provide products and services that meet an ever-changing industry. We are leaders when it comes to expanding our capabilities and product offerings for our customers.

In December, our team completed our 12-color UV LED screen printing press. This expanded our screen print capabilities by 25%. It allows us to print more colors in-line, taking raw material to finished goods in one-piece flow. With the advent of this press, we continue to lead the industry with environmentallyfriendly screen printing. 75% of our screen print products are manufactured using UV LED technology.



We've also added value to our finishing operations with two new Crest die-cutting presses. These presses can die-cut decals up to 67" x 41". Precision die-cutting is a must for our customers, and we have the equipment to do so.

The digital print industry is expanding. More customers are creating complex artwork that is ideal for digital output. We've taken note and expanded our digital capabilities to include two new Mimaki JV300 that include digital white. This allows us to print on clear or silver roll-to-roll substrates.

Our newest addition is our Graphium, a hybrid digital and flexo press. Although still in the implementation phase, we're excited about the possibilities. This press can digital print for large quantity runs and has the option to print on both first and sub-surface materials.

Stay connected to our website, social media sites, and our blog for developing information on the Graphium and other events at Empire.





# CHRISTMAS PARTY By: Ellen Klug

Empire employees celebrated the holiday season at Stoney Creek Inn on December 9, 2017. The night was full of delicious food, games, a photo booth, prizes, and live music. Our very own lim Brush MC'd the event, making it enjoyable for all. The party was catered by Blue Moon and there was live music by The Spare Parts Project.

Check out some pictures from the nights event! Thanks to everyone who came

out and celebrated.









# BINGO By: Ellen Klug

Our employees kicked off 2018 by playing three games of company-wide BINGO. Everyone received a card in their paycheck. Numbers were called one day at a time and each winner received \$20! Our BINGO winners were:

B	I	N	G	0
2	30	34	49	70
12	19	31	60	71
13	25	FREE SPACE	50	62
6	29	39	53	61
8	26	36	46	72

- Jason Koopman (maintenance 2nd shift)
- Fawn Marsh (laser 1st shift)
- Dawn Kehr (SVS 1st shift)
- Matt Vanderloop (art 1st shift)

# **SAFETY MEAL** By: Ellen Klug

On January 25 we reached a milestone of 765+ days with no lost time! To celebrate this, a catered meal was available for all employees on each shift. With the meal, there were also 100 employee names drawn to win \$20. The winners were:

Were dise 100 ci
Michael Valin Josh Parr
Courtney Reagles Brock Gnadt Kyle Stoddard
Ethan Walker Gabby Krueger
Steve Nelson Ed Lee
Angie Burnett
Cody Roh Mike Stenberg
Cory Krajewski Brock Eckert
Scott Gates Rita Howe
Richard Sweeney Jordan Harper
Mai Khang Michael Wolfe
Steve J Johnson Bill Feyen
Lance Reichgelt Justin Gierok
Isaiah Wakeen

Kong Vue Karina Richards Kathy Vaughan Jon Rugg Nicole Eddy Jake Deschaine Jamin Bishofsky Kevin Gerstenberger Nick Tomlinson Amy Otteson Makenzie Silver Rebecca Bridges Sarah Haskins Ty Haupt Ginger Anderson Rebecca Bosworth Joe Piper David Johnston Franics Schmitz lacob Heilmann Jennifer Cortese David Osley Lucas Mc Greal Analiese Mueller Jill Johnson

Matthew Miller Ralhpie Weigel Richard Cornforth Lucas Solis Bradley Arenz Jana Martinson Jeremy Seidel Eldon Hueschen Anthony Vue Carol Tollefson William Herber Kathyrn Larocco **Emily Syring** Keasha Peplinski Kennedy Cody Cody Volden Petra Vogel Guy Gregerson Teri Herold Troy Siverhus Chad Hoesley Zach Johnson Steve G Johnson Jory Thorson Shane Hulburt

Hannah lanvrin Evelyn Mihalovic Traci Low Steve Limpert Chris Mikunda Dan Metz Jessica Kamrowski Todd LeJeune Dave Nordstrom Jason Koopman Doug Kuehn Fawn Marsh Dustin Maule Dawn Gorniak Jarrod Olson Alex Remen Dave Collins Rebecca Burg Josh Leisgang Jay Yehle Chyanna Klotz Cassie Rehfuss lacob Kane James Owsley Jacky Vue

# CROCKPOT RUMBLE IN THE JUNGLE By: Ellen Klug

Over the years, Empire has done a charity cook-off with our employees while members of our community act as judges. This year, the theme was the Crockpot Rumble in the Jungle with all proceeds going to the Family and Children's Center. The event was held on Tuesday, March 27. There was a bake sale and raffle prizes available for all employees. The raffle prizes were a \$25 gift card to Blue Moon, a Blue Moon sweatshirt, and 1-day paid vacation. Empire matched the proceeds made, making our final donation to the FCC over \$1,900.

Our raffle prize winners were:

- \$25 Blue Moon gift card: Joann Anderson (QC)
- Blue Moon sweatshirt: Dawn Kehr (small value stream)
- 1-day paid vacation: Diane Simonson (ink)

# Our Crockpot Rumble winners were:

3rd place:



Troy Stockers 3-Bean Soup

2nd place:



Steve Vinson Pulled Pork Chili

1st place:



Diane Simonson Cheeseburger Soup

Check out some pictures from the event and the giant check delivery!









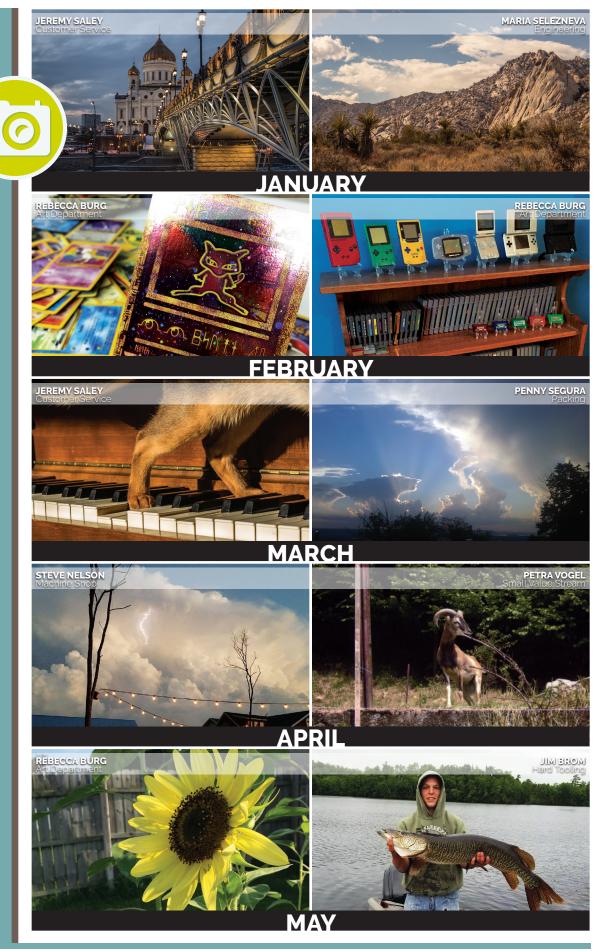






# **HUMAN KINDNESS - DONATION DRIVE** By: Ellen Klug

When Amy Bettis and I delivered the giant check to the Family and Children's Center, we were fortunate enough to receive a tour of their facilities and learn about all the wonderful things they do to help children and families in our community. This inspired us to organize a donation drive to give back to the FCC. This is an employee-based event. We will collect items in both lunchrooms the week of May 21 to 25. Posters about this donation drive and the items that are needed have been posted around the building.



## A LETTER FROM THE FCC

Dear friends.

Thank you for your recent gift to the Family & Children's Center. FCC offers a continuum of services for children, families, and individuals that focus on providing unique care and support to allow the people we serve to find Better Tomorrows. Many of the people we help are struggling with poverty, mental health issues, and child abuse. These are challenges that require the support of the entire community to address. Thank you for being a part of that support network. Below are the details of your donation:



Amount: \$1,935.00

Please know that your gift helps strengthen families and promote well being for everyone served by the Family and Children's Center. Your gift *does* make a difference, not just in the lives of individuals, but it supports the entire community. Thank you.

Sincerely, Tita C. Yutuc, LCSW President/CFO

## APRIL SHOWERS?







April showers arrived in the form of snow this year. With our mid-April blizzard, Johanna Wanie (2nd shift large value stream) made a snowman!

# **CONGRATS, RON!**



After 12 years of service at Empire, Ron Vian retired on Thursday, April 26. Congratulations, Ron! Enjoy your retirement!

Rick Autersen was caught working by Jeff Meyer.

# RICK BEING RICK...



# EMPLOYEE NEW

#### ANNIVERSARIES

JANUARY	
Steve Nelson	.31 yrs.
Randy Hoff	.29 yrs.
Fred Baures	.25 yrs.
Tina Karaffa	.22 yrs.
Chris Mikunda	.20 yrs.
Jen Schloesser	.18 yrs.
Mai Khang	
Nick Wolfe	
Sylvester Kendrick.	
Allie Pedrin	
Richard Burg	4 yrs.
Steve Limbert	1 v/r

FEBRUARY
John Freismuth26 yrs.
Shane Hulburt24 yrs.
Guy Gregerson22 yrs.
Jason Harnisch17 yrs.
Doug Billings15 yrs.
Angie Severson14 yrs.
Ron Vian12 yrs.
Scott Gates11 yrs.
Burt Kendrick11 yrs.
Michael Parker11 yrs.
Stacie Boisen11 yrs.
Dan Poff9 yrs.
Joshua Parr6 yrs.
Katelyn McGinnis4 yrs.
Teresa Mills4 yrs.
Donald Weber2 yrs.
Jacob Deschaine2 yrs.

#### **MARCH**

Clark Martin29 yr Jeff Gierok25 yr	
Sherri Vinson25 yr	
Vanessa Fox23 yr	S
Jessica Kamrowski22 yr	
Petra Vogel21 yr	
Lu Ebersold17 yr	S

Lori Taube	.39	yrs.
Travis Brush	.28	yrs.
Lisa Massoth		
Sam Sokolik	.25	yrs.
Tom Donaldson	.21	yrs.
Debra Gilbertson	.21	yrs.

# Alexis Marsh.....4 yrs.

APRIL	
Glenn Schossow33 y	rs.
Diane Simonson31 y	
Dave Nordstrom30 y	
Troy Stockers28 y	rs.
Randy Lemke26 y	rs.
Amy Bettis26 y	
Kevin Mason26 y	rs.
enny Ledman25 y	rs.
im Brom24 y	rs.
Bill Feyen20 y	rs.
Cathy Buttell14 y	
Cathy McMahon14 y	
Mark Klinski13 y	rs.
Rhonda Peterson11 y	rs.
Curt Johnson8 y	rs.
RebeccaWurzel8y	
Anthony McDowell8 y	
Гегі Herold8 у	rs.
Andrew Hagen6 y	rs.
Mike Wolfe5 y	
Suki Vue4 y	rs.
Chyanne Klotz4 y	rs.
Kyle Stoddard3 y	
Mariah Harter3 y	rs.
acob Conrad1	
ames Owsley 1	\/r

### MAY

1.14 (1		
Lori Taube	.39	yrs.
Travis Brush	.28	yrs.
Lisa Massoth	.28	yrs.
Sam Sokolik	.25	yrs.
Tom Donaldson	.21	yrs.
Debra Gilbertson	.21	vrs.

### **NEW EMPLOYEES**

Andy Kiedrowski......12 yrs. Katie Schaller...........13 yrs. Janalyn Martinson Ed Lee.....12 yrs. Jeremy Seidel Walter Staff......3 yrs. Mike Stenberg.......12 yrs. Patricia Tucker Brian Hundt......8 yrs. Eldon Hueschen Chase Penkalski......8 yrs. Amy Otteson Rose Chamoun .......8 yrs. Emily Syring Brian Subjek.....6 yrs. Cody Volden Jacky Vue.....5 yrs. Anita Valley Jeri Gross......5 yrs. Linda Hueschen Kiecila Fruetel......4 yrs. William Weber Evelyn Mihalovic......2 yrs. Georgina Cundy-Lalande Cory Krajewski......2 yrs. Steven Cavanuah Tyler Herricks.....2 yrs. Niki Yang Vue Wakeen Isaiah......2 yrs. Song Vue Aaron Dobbs......1 yr. Amy Hanson Kobari Xiong.....1 yr. Adam Deflorian Brenda Hansen......1 yr. | Jeremy Bocanegra



#### **UPCOMING EVENTS**

#### **NATIONAL SALES MEETING 2018**

Wednesday, July 18 -Thursday, July 19

# **COMPANY PICNIC**

Saturday, August 18 Town of Holland

Jessie Bresse Alfred Mogavero Shawn Volden Harmon Mayberry Sidney Condos Gregor Eckert Nicholas Antony William Kenny Patricia Tucker Nicole Abbott Jane Steinhorst Ira Boykin Richard Cornforth\* Anthony Vue\* Carol Tollefson\* Kathy Larcocco\* Julia Low\* Alissa Stenberg\* Charles "Chipper" Gholson\*

\*Part-time employees

Mark Winchell\*

Deadline for the next newsletter: 09/10/2018







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Meyer, Johanna Wanie