

Press Release

Empire Screen Printing, Inc., Onalaska, WI

July 20, 2016



Printing with Purpose Vendor Show

When: July 21, 2016 10:30am

Where: N5206 Marco Road,
Onalaska, WI 54601

Why: Empire National Sales
Meeting, Vendor Show and
Wisconsin DNR Green
Tier Celebration

Triple Bottom Line—People, Planet & Profit

by **Amy Bettis, Empire HR | Marketing**

Celebrating the triple bottom line—people, planet and profit, Empire embraces sustainable business practices as an integral part of our company's vision. As a 2016 Wisconsin Family Business of the Year, **Empire Screen Printing in Onalaska** is being recognized by the Wisconsin DNR as a leader in environmental sustainability and innovation for our third year of participation in the Green Tier program at our 2016 National Sales Meeting and Vendor Show On Thursday, July 21, 2016.

Our Printing with Purpose Vendor Show is the culminating event of Empire's National Sales Meeting, highlighting our efforts to be a leader in sustainability and social responsibility. Our recent awards are testament to that fact. Learn firsthand about how Empire is changing the screen print industry with environmentally friendly UV and UV LED ink curing technology and converting the industry from harmful solvent inks.

- 2016 Green Tier I Recognition [to be presented July 21, 2016]
- 2016 WI Manufacturers & Commerce Business Friend of the Environment Award [presented June 8, 2016]
- 2016 WI Sustainable Business Council, Earth Day Award—Sustainable Process of the Year Award [presented May 16, 2016]
- 2016 Wisconsin Family Business of the Year Award [presented May 12, 2016]
- 2016 Specialty Graphic and Imaging Association Recognition Award [presented April 27, 2016]



Unique One-of-a-Kind Event

Any company can send a few employees to a trade show at a convention center, but how many companies **bring an entire trade show** to ALL of their employees. Over 500 people will be in attendance—customers, sales reps, vendors and competitors from across the North America and the United States as well as state and local dignitaries. We even have vendors coming from as far away as the United Kingdom. Product demos, sustainability presentations, and guided tours will be scheduled throughout the day. We want to share our story with YOU. See the attached schedule for the day's order of events.

Printing with Purpose

VENDOR FAIR

EVENT SCHEDULE

Thursday, July 21st, 2016

Printing with Purpose Vendor Fair

Vendor Set-up and Registration6:00am - 8:30am

Customer/Guest Registration.....8:00am

Vendor Fair Opens.....9:00am

Lunch.....10:00am - 1:30pm

• Lunch is available for purchase. Food trucks are located in the parking lot.

Employee Vendor Time10:30am - 11:30am

Judson Laipply Performance.....10:30am - 10:50am

• Stage area - open for all to join - Please note: Tentative time, subject to change

Green Tier Celebration11:00am - 11:30am

• Stage area - open for all to join

Sales Representatives Breakout Sessions:

3M: Session 1 - 9:00 am - 9:50 am Session 2 - 1:00pm - 1:50pm

Sustainability: Session 1 - 10:00 am - 10:30 am Session 2 - 2:00pm - 2:30pm

• Sessions are designed for Empire Sales Reps only - located in training room

Empire tours (1 hour):

Tour 1.....9:00am (Doug) Tour 6.....1:00pm (Alexis)

Tour 2.....9:30am(John) Tour 7.....1:30pm (Lee)

Tour 3.....11:30am (Nick) Tour 8.....2:00pm (Nick)

Tour 4.....12:00pm (Amy) Tour 9.....2:30pm (John)

Tour 5.....12:30pm (John) Tour 10.....3:00pm (Nick)

Vendor Fair Closes4:00pm

Vendor Tear Down.....4:00pm - 5:30pm

Food Trucks:

The Woodshed Mobile Wood Fired Pizza Truck

Kinstone Kitchen

The Grill Spot

Big Boar BBQ

Location

Empire Screen Printing

N5206 Marco Rd.

Onalaska, WI 54650-0218

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national
SALES
meeting

Thursday, July 21st, 2016

Green Tier Celebration11:00am - 11:30am

Participating members meet by stage10:50am - 11:00am

• *Green Committee, Marketing Team, Upper Management, DNR representatives, News Media*

MC: Jennifer Schloesser - Creative Director/Sustainability Coordinator.....11:00am - 11:05am
• *Introductions, brief history, brief LED tech., why Green Tier, Introduce Dan Baumann*

Dan Baumann - Western Wisconsin Secretary's Director.....11:05am - 11:13am
• *Talk about the program, present John Freismuth w/ Green Tier Certificate*

John Freismuth - Empire President11:13am - 11:21am
• *Vision for the Future and sharing technology*

MC: Jennifer Schloesser - introduce Tom Thompson11:21am - 11:23am

Tom Thompson - Gunderson Health System Sustainability Coordinator.....11:23am - 11:29am

MC: Jennifer Schloesser - Closing11:29am - 11:30am

Photos and Interviews will take place just after the ceremony

Photos:

- John Freismuth, Jim & Cindy Brush & Dan Baumann
- John Freismuth, Dan Baumann, Tom Thompson
- John Freismuth, Jim and Cindy Brush, Dan Baumann, Tom Thompson
- Above members with DNR representatives
- Above members with Green Team

Interviews:

- John Freismuth
- Doug Billings
- Jennifer Schloesser

[Read more about our National Sales Meeting](#)

If you need any clarification about this event please do not hesitate to contact

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