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

EVENT SCHEDULE

Thursday, July 21st, 2016

Printing with Purpose Vendor Fair

Vendor Set-up and Registration ................................................................. 6:00am - 8:30am
Customer/Guest Registration ................................................................. 8:00am
Vendor Fair Opens .................................................................................. 8:00am
Lunch ........................................................................................................ 10:00am - 1:30pm
• Lunch is available for purchase. Food trucks are located in the parking lot.
Employee Vendor Time ........................................................................ 10:30am - 11:30am
Judson Leiploy Performance .................................................................. 10:30am - 10:50am
• Stage area - open for all to join - Please note: Tentative time, subject to change
Green Tier Celebration ........................................................................ 11:00am - 11:30am
• Stage area - open for all to join

Sales Representatives Breakout Sessions:
3M: Session 1 - 9:00 am - 9:30 am  Session 2 - 1:00pm - 2:30pm
Sustainability: Session 1 - 10:00am - 10:30am  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 5: 12:00pm (John)
Tour 2: 9:30am (John)  Tour 6: 12:30pm (Amy)
Tour 3: 10:00am (Nick)  Tour 7: 1:00pm (Lee)
Tour 4: 10:30am (Nick)  Tour 8: 1:30pm (Nicks)

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

Food Trucks:
The Woodsesh Mobile Wood Fired Pizza Truck
Kinfiosc Kitchen
The Grill Spot
Big Boar BBQ

Location
Empire Screen Printing
NS206 Marco Rd.
Onalaska, WI 54650-0218

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Green Tier Celebration .................................................. 11:00am - 11:30am
 Participating members meet by stage .................................. 10:50am - 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
 - Tell about the program, present John Freimuth w/ Green Tier Certificate

John Freimuth - Empire President ........................................... 11:13am - 11:21am
 - Vision for the Future and saving technology

MC: Jennifer Schloesser - Introduce Tom Thompson ..................... 11:21am - 11:23am

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

MC: Jennifer Schloesser - Closing ......................................... 11:28am - 11:30am
 Photos and Interviews will take place just after the ceremony
 Photos:
 - John Freimuth, Jim & Cindy Brush & Dan Baumann
 - John Freimuth, Dan Baumann, Tom Thompson
 - John Freimuth, Jim and Cindy Brush, Dan Baumann, Tom Thompson
 - Above members with DNR representatives
 - Above members with Green Team

Interviews:
 - John Freimuth
 - Doug Billings
 - Jennifer Schloesser

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

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