



For Immediate Release

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Contact: Kate Achelpohl, SGIA

703-359-1364

kachelpohl@PRINTINGUnited.com

Brian Adam Speaks to Apparel Decorators at PRINTING United

SGIA's Apparel Luncheon focuses on the importance of corporate culture and employee engagement

Fairfax, Va. — Brian Adam, President and Owner of Olympus Group, will address the Specialty Graphic Imaging Association's (SGIA) Apparel Decorators Luncheon October 23 at PRINTING United (Dallas, October 23 - 25, 2019). The luncheon takes place from 12:00 PM - 1:30 PM.

SGIA's Apparel Decorator Committee has asked Adam, an expert on employee engagement who also spoke at THREADX 19, to cover the topic further.

"Apparel decorators want to know how to make their shops thrive," said Christina Rosado, Community Development Manager, SGIA. "Employee engagement — getting people to really care about what they're doing — is key to achieving this goal."

"What if I told you that you could have higher performance, lower turnover, better teamwork and more profits, and it would not cost you a dime? ... Yet, this is not only possible, but something all of us can do by engaging employees and developing a great corporate culture," Adam said in "The Impact of Company Culture on Performance," which appeared in the SGIA Journal, July/August 2018.

He's a particularly reliable source: Adam has been recognized by Glassdoor as one of the top 25 CEOs to work for in the United States. During this engaging networking luncheon, he'll share a collection of engagement-boosting practices, starting with, "Create a noble mission," and other easy-to-implement tips.





Olympus Group is a large-format graphics company headquartered in Milwaukee, with facilities in Orlando, Denver and Grand Rapids, Mich. The large-format portion of the business specializes in dye sublimated fabric graphics for trade shows, retail POP, interior décor and sporting events. The company is also the largest producer of mascot costumes in the United States and manufacturers U.S. flags sold at retailers throughout the country.

Tickets to the Apparel Decorators Luncheon are available for an additional fee while registering for [PRINTING United](#). PRINTING United, the latest iteration of the SGIA Expo, is produced in partnership by SGIA and NAPCO Media.

To learn more about attending PRINTING United, visit printingunited.com.

About Printing United

[PRINTING United](#), a new event owned and operated by SGIA in partnership with NAPCO Media, will launch in Dallas, Texas, October 23 - 25, 2019. Focusing on the opportunities presented by the convergence of printing technologies and markets, PRINTING United will cover print and finishing technologies in industry segments from apparel to graphic, packaging to commercial, and industrial. Its objective is to convey all components of integrated solutions to satisfy virtually any client need.

About SGIA

The [Specialty Graphic Imaging Association](#) is a trade association for the leaders of the 21st Century printing industry. SGIA members are bold, driven, creative and riding a wave of technology and innovation. In addition to providing high-quality information and educational resources designed to help move the printing community forward, SGIA produces the leading trade shows PRINTING United (Dallas, October 23 - 25, 2019) and Graphics of the Americas (Miami, February 27 - 29, 2020).

