

# DECO '22

April 2-3, 2022

Hilton Easton  
Columbus, Ohio

## Headquarters Hotel:

### Hilton Easton

3900 Chagrin Drive, Columbus, OH 43219  
(614) 414-5000

Call to book and mention **Society of Glass and Ceramic Decorated Products**

Or book your room online.  
visit: <https://bit.ly/room4Deco22>

SGCDpro Rate: \$175  
Good thru 3/1/2022 or until room block is filled,  
whichever comes first

## 2 Action Packed Days

Legislative Update and Exhibits: Saturday, April 2nd

Technical Sessions: Sunday, April 3rd



### Keynote Speaker

Sunday, April 3rd, 9:00 a.m.  
Lisa Ryan, President, Grategy

An experienced keynote speaker, Lisa brings 13 years of manufacturing experience, including seven in the welding industry, to her audiences. Lisa specializes in employee engagement and retention and is an experienced culture consultant.

Lisa's topic, *Keeping Employees*

### *Engaged In a Post-Pandemic Workplace*

Engaged employees have 50% fewer workplace accidents, 41% fewer quality defects, and cost the company 30% less in healthcare costs. Conversely, unhappy employees return only 60% of their salary in value provided to the company.

The impact of COVID-19 has profoundly changed the business landscape. Not only have companies been forced to alter many work practices, employees demand more consideration including remote/hybrid work options and flexible hours. The term "workplace" could even be considered obsolete.

Organizations who successfully navigate COVID-19 challenges and interruptions will be poised to attract and retain employees at all levels. In exchange, workers at all levels (including those on the manufacturing floor) have learned to access and harness technology as a

means of increasing productivity. Communication in numerous platforms will be essential to successfully navigating this new landscape.

Attend this important presentation to help you understand

- How the pandemic permanently changed the workplace
- How to attract and retain workers by demonstrating an understanding of the professional AND personal needs
- The importance of communicating through often unfamiliar platforms and formats
- How ignoring employees' personal and emotional needs can come back to haunt you

Employers recognize there is no more "business as usual." Lisa will provide strategies to help you navigate the "new normal" in human capital so your employees don't become someone else's employees.

Lisa's resume includes hundreds of presentations to a broad cross-section of companies and organizations including Bausch & Lomb, FedEx, KPMG, the American Banking Association, the International Sign Association, and more. Lisa is Past-President of the Ohio Chapter of the National Speakers Association, and has served on numerous boards, including the Association for Equipment Manufacturing Professionals and the American Welding Society. Visit [lisaryanspeaks.com](http://lisaryanspeaks.com) for more information.

*Network* with industry professionals...

*Navigate* the new regulatory environment...

*Learn* about the newest technologies...

*Earn* higher profits...

# Saturday, April 2nd

8:30 a.m. – 9:30 a.m. **Breakfast**

9:30 a.m. – 10:15 a.m. **Securing Your Digital Assets**

**Brian Cunningham, Sophos**

Brian will discuss options and strategies for protecting your company from today's ever present ransomware and privacy threats. Sophos Intercept X with XDR (extended detection and response) combines the world's best endpoint protection with the ability to protect and investigate threats across endpoints, servers, firewalls, and other data sources.

10:15 a.m. – 11:00 a.m. **Harnessing the Power of Social Media in Your Marketing Plan**

**Jessica Hennessy, Sr. Advisor, Strategic Partnerships and Reputation, Ohio Health**

Attendees will learn how to harness the power of Linked In, You Tube, Instagram, Facebook, and emerging social media platforms to expand market reach. In addition to having a presence on these platforms, companies need to tailor their message to the specific audiences and expectations of each site. Jessica will be available for questions following the presentation.

11:00 a.m. – 12:00 p.m. **Legislative Update**  
**SGCDpro Washington Liaison Walt Sanders will Provide a Legislative Update and Outlook**

Noon: **Lunch, Exhibit Hall**

Noon – 5:00 p.m. **Exhibits**

3:00 p.m. – 5:00 p.m. **Exhibitor Reception**

With more than 50 independent breweries, Columbus is well-known for its craft brewers and distillers. Enjoy local craft brews and spirits, as well as a selection of fine wines, from 3:00 p.m. – 5:00 p.m in the exhibit hall. Sponsorships available.

## Visit and Win

Visit Deco '22 exhibitors, get your exhibit pass marked and enter to win gift cards during show hours.



# Deco '22 Exhibitors

(As of October 3, 2021)

Applied Surface Technologies  
 Commercial Decal of Ohio  
 Decal Solutions Unlimited  
**E.W. Bowman**

Fermac

**Fusion Ceramics**

Geib Refining Corp.

Innovative Digital Systems

Isimat

Inkcups

**Koenig & Bauer Kammann**

Largent Sales

**Marabu North America**

**Maryland China**

Miller Process Coating

Preciosa

**RUCO USA - INX International Ink Co.**

**Schilling, Inc.**

Sophos

**Strutz International**

**Sun Chemical**

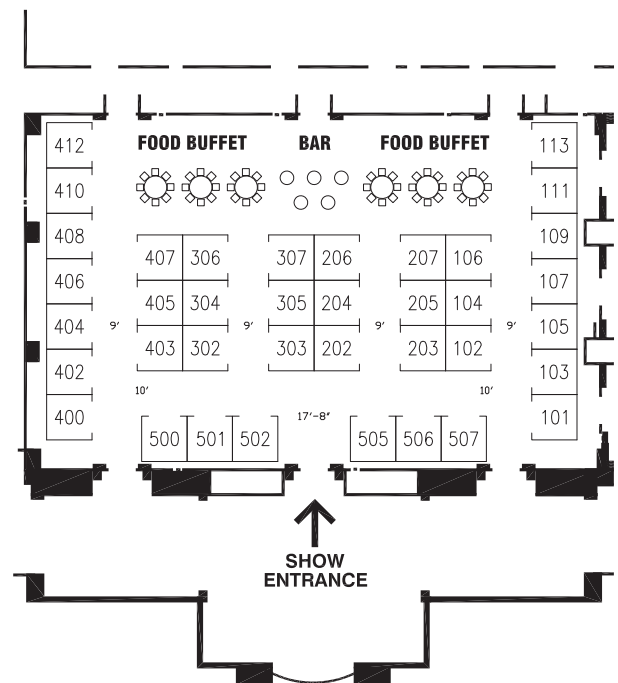
*SGCDpro Corporate Members are italicized in blue.*

Interested in exhibiting? Spaces still remain.  
 Contact Myra Warne at 740-588-9882.

Exhibit hall open: Saturday 12 p.m. - 5 p.m.  
 Lunch served in exhibit hall.

## DECO '22 Floorplan

### HILTON COLUMBUS EASTON GRAND BALLROOM



ALL BOOTHS ARE 10' DEEP x 10' WIDE

# Sunday, April 3rd

## Decorating Production and Processes

Session Chair and Moderator: Todd Barson,  
President, SGCDpro

8:00 a.m. – 9:00 a.m. **Annual Meeting of Members  
and Awards Breakfast**

9:00 a.m. – 10:30 a.m. **Keynote Speaker:**

**Lisa Ryan, Grategy**

### **Keeping Employees Engaged In a Post-Pandemic Workplace**

Engaged employees have 50% fewer workplace accidents, 41% fewer quality defects, and cost the company 30% less in healthcare costs. Conversely, unhappy employees return only 60% of their salary in value provided to the company.

10:30 a.m. – 11:00 a.m. **Michael Perrelli,**

**Innovative Digital Systems**

### **Print to Glass and Ceramic WITH Confidence AND Adhesion**

Yes, printing to glass and Ceramic WITH proper adhesion is possible. You can call it "dishwashability." It's not a real word, but it means durability and it means that you can confidently print to these materials. During this session, we'll highlight how to accomplish this goal and the tools that are currently available.

11:00 a.m. – 11:30 a.m. **Ed Weiner, President,**

**Maryland China**

### **Supply Chain Challenges: Navigating the New Normal**

With decades of experience importing from China and other countries, Ed will discuss various supply chain challenges from shipping to understanding tariffs.

11:30 a.m. – 12:00 p.m. **Anthony Carignano, Technical  
Director, Marketing ACTEGA North American  
Technologies**

### **Crystal Digital Transfer Technology Offers New Decorating Options**

Anthony's presentation will review Crystal®, a versatile print and transfer technology that uses a UV photopolymer based additive manufacturing process on existing conventional printing assets to produce a unique decoration look. Crystal® combines elements of no-look pressure-sensitive label decorating along with variable data high-definition printing.

12:00 p.m. – 1:00 p.m. **Lunch**

1:00 p.m. – 1:30 p.m. **Bob Keller, General Manager,  
Marabu Inks**

### **Advances in Digital Printing**

Bob will provide an industry update on the current state of direct-to-object/direct-to-shape industrial digital printing process. Parameters such as surface preparation, primers, ink pinning, and surface tension/wetting will be explained in lay terms.

1:30 p.m. – 2:00 p.m. **Thomas Molfese, Sales  
Manager, Fermac Silk Screen Printing  
Technologies**

### **Digital Printing...An Opportunity or a Threat?**

A big mistake many decorators make is thinking digital printing technology on containers and other glass products is an alternative to current technologies. In fact, it is rather a totally new paradigm of industrial production, and as such, complementary to traditional technologies. The presentation will review how digital printing can complement existing decorating processes.

2:00 p.m. – 2:30 p.m. **John Hann, E.W. Bowman  
Optimizing Your Firing Process**

John will discuss how to determine the capacity of your decorating lehr, as well as critical steps to establishing a proper firing curve. Presentation will include trouble shooting techniques, essential maintenance and inspections, and the management of start-ups and shut-downs. Discussion will focus on optimizing decoration quality, energy conservation, and prolonged equipment life.

2:30 p.m. – 3:00 p.m. **Paul Bolduc, President,  
Koenig & Bauer**

### **Technology Update: Digital and Screen Printing**

Paul will discuss the latest product developments and update the current state of digital and screen print technology.

3:00 p.m. – 3:30 p.m. **Sean Weir, Glass Coatings and  
Concept**

### **"You Can't Judge a Book by Its Cover — But We Do!"**

Sean will discuss the importance of branding and image and how they relate to your product's perception. Glass decorations and special effects will be included in the discussion and how decoration can influence consumer behavior.

## Sponsorships Available

Increase your company's exposure by sponsoring a Deco networking event. Sponsorships available for receptions, breakfasts, lunches, and breaks. Contact headquarters at 740-588-9882 for complete details.

# DECO '22

April 2-3, 2022

## Deco '22 Registration Form

Full Name \_\_\_\_\_ First Name for Badge \_\_\_\_\_  
Company \_\_\_\_\_ Title \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Email \_\_\_\_\_

**Register by phone:**  
740-588-9882

**email:**  
info@sgcd.org

**mail:**  
SGCDpro  
PO Box 2489  
Zanesville, OH 43702-2489

## Conference Registration Fee:

- Glass or Ceramic Decorator\* \$395  
 Non-Exhibiting Vendor:     \_\_\_ SGCDpro Member \$695  
                                                          \_\_\_ Non-Member \$795  
 Additional Exhibitor Badges \$150  
(one full conference badge included with booth)

**Questions?**  
Call 740-588-9882  
or email info@sgcd.org

Complete meeting details  
available at [www.sgcd.org](http://www.sgcd.org)

## Payment:

- Check (enclosed)     \_\_\_ MC     \_\_\_ Visa     \_\_\_ Amex     \_\_\_ Discover

Card Number \_\_\_\_\_ Expires \_\_\_\_\_

Signature \_\_\_\_\_

*\*To qualify for decorator rate, the PRIMARY business of your company must be decorating. Non-exhibiting vendors and suppliers (including services) MUST pay vendor rate to attend.*

**IMPORTANT NOTE:** There will be ABSOLUTELY NO selling by non-exhibiting vendors and/or suppliers (including services) at any Deco '22 function (INCLUDING RECEPTIONS AND MEALS). Non-exhibiting vendors are not allowed to display ANY samples or literature at any Deco '22 function. This includes sessions, registration area, exhibit hall and all meal functions. For exhibit information, call Myra Warne 740-588-9882.